

## **CITY OF CATHEDRAL CITY**

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# **COMPREHENSIVE GENERAL PLAN**

### **CHAPTER III**

#### **COMMUNITY DEVELOPMENT**

The Community Development chapter includes the following elements: Land Use, Circulation, Housing, Parks and Recreation, Community Design, and Economic and Fiscal Development. This chapter significantly influences the character and quality of life in the community, the distribution of land uses, the intensity and types of housing, the provision of parks and recreational facilities, the establishment of architectural and community design guidelines, the preservation of scenic vistas, and the preservation and enhancement of a healthy economy.

# ***LAND USE ELEMENT***

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## **PURPOSE**

The Land Use Element defines the various land use categories assigned to lands within the City and its Sphere-of-Influence. The element also crystallizes technical discussions and analyses from other General Plan elements and the Plan's Program EIR, and provides appropriate goals, policies and programs to help direct further development and ultimate buildout of the community. The Land Use Element is the broadest and most far-reaching of all General Plan elements and, in conjunction with General Plan EIR, serves as the foundation for land use policy development.

## **BACKGROUND**

California Government Code Section 65300 requires cities and counties to prepare and adopt "a comprehensive, long-term general plan for the physical development" of the community. The General Plan must also designate lands for housing, business, industry, open space, as well as other uses deemed appropriate by the City (Government Code Sections 65302(a). The Element also incorporates designations reflecting physical development and land use, consistent with Government Code Section 65303. It incorporates mapping of the General Plan land use distributions and provides statements relating to standards of development, intensity and population density. Policies and programs associated with each of the major land use categories are set forth in the Land Use Element and reflect the compatible and integrally planned distribution of land uses reflected in the Plan.

## **LAND USE CATEGORIES**

The Land Use Element and the official General Plan Land Use Map describe and designate the distribution of land uses by type, location, intensity and/or extent of use. Uses to be considered are diverse and include: residential, commercial, industrial, open space, recreation, public buildings and facilities, and other categories of public and private land uses.

Prior to the adoption of the Cathedral City General Plan comprehensive update, the City utilized the land use designations and assignments adopted in the 1987 Plan. A comprehensive assessment of existing land uses and their distribution was conducted using field surveys, aerial photo analysis and a computer-based geographic information system (GIS).

Table III-1 provides a summary description of the City's proposed General Plan land use designations, and Tables III-2 and III-3 provide statistical summaries of these land uses. Overall land use goals, policies and programs then follow. A discussion of each major land use category is also presented, followed by related goals, policies and programs.

**Table III-1**  
**City of Cathedral City Draft General Plan**  
**Proposed Land Use Designations**

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<b>Land Use Designation (Density)</b>	<b>Purpose of Land Use</b>
<b>Residential</b>	
(HR) Hillside Reserve (0-1 du/20 ac)	This designation provides for development densities of one dwelling unit per 20 acres. Development could be precluded on these lands due to topographic, hydrologic, aesthetic or other constraints. In such cases, development rights could be preserved by density transfer or similar mechanism.
(RE) Estate Residential (0-2 du/ac)	The residential estate designation provides for larger lot subdivisions with single-family residential development. This designation is envisioned for rural areas, as well as lands which may also be constrained by topography or other natural restrictions. This type of development may also incorporate a “greenbelt” buffer to help define the City’s urban boundary.
(RL) Low Density Residential (2-4.5 du/ac)	The Low Density Residential designation provides for single-family residential development on individual lots typically ranging from about 7,500 to 20,000 square feet. These lands serve to buffer more dense residential development from estate residential uses and may be appropriate in areas with some site constraints.
(RR) Resort Residential (3-6.5 du/ac)	This low density designation is intended to accommodate single-family and attached residential development in a master planned resort setting. On-site amenities typically include golf courses, tennis and swimming facilities, as well as tourist/resort-serving commercial uses. This designation also allows hotels/motels and ancillary visitor and tourist-serving commercial uses.

- (RM) Medium Density Res. (4.5-10 du/ac) This designation provides for moderately low to medium density subdivisions and Planned Unit Developments (PUDs). It serves to transition between lower and more moderate (medium) residential densities. Product types typically range from single-family to multi-family development, with much of existing development being duplex units on 8,000 square foot lots.
- (RH) High Density Res. (11-20 du/ac) This designation allows for the greatest diversity and highest density of residential development, providing for a full range of multi-family dwellings, including apartments and condominiums. It is also suitable for planned communities and affordable and senior housing, where smaller units and higher densities may be appropriate. Multi-family development provides for PUDs comprised of a varying range of residential types and on-site amenities. These lands are typically located in close proximity to neighborhood commercial uses, thereby maximizing pedestrian access to these essential services. Mobile home parks or subdivisions with PUD-type development may also be allowed.
- (PUD) Planned Unit Developments While not a land use designation, Planned Unit Developments (PUDs) consolidate areas for structures, common open space and recreation areas, and integrate access onto private internal roadways. PUDs permit the transfer of densities from open space/recreation areas provided within the development, thus consolidating open space.
- The purpose of the PUD is to promote planned residential development and amenities beyond those typically provided within conventional subdivisions, to achieve greater flexibility in design, varying ranges of densities, and to encourage well planned neighborhoods through creative and imaginative planning. The PUD also allows an appropriate mix of housing types, which are unique in their physical characteristics to warrant special methods of residential development. A full range of residential development is permitted, consistent with the underlying land use designation.

## **Commercial**

(CG) General Commercial

These lands include a wide variety of commercial centers, ranging from general merchandising and strip commercial centers, to community and regional scale centers. Office development is also appropriate in areas with this designation. Development may range from free-standing retail buildings and restaurants to planned commercial centers. Hotels and motels may also be appropriate on these lands, which are located primarily along major corridors and take advantage of convenient access and tourist and business amenities.

This designation also provides for the development of commercial centers that serve the entire community and the larger regional market, including supermarket anchors and big box retailers. Community-scale development should take advantage of regional transportation networks and be designed to accommodate transit facilities. Such centers may also host ancillary office components, as well as regional institutions and services.

(CN) Neighborhood Commercial

This designation is assigned to existing neighborhood centers and vacant lands appropriate for this use. It provides for neighborhood-scale shopping integrated with, and conveniently located as a part of residential areas. A mix of land uses may also be considered appropriate within this category. Neighborhood commercial uses are also employment centers and should facilitate pedestrian, bicycle and public transit access to the greatest extent practical.

Neighborhood Commercial centers may be anchored by supermarkets and super drugstores and provide a wide variety of supporting commercial services, including banking and similar financial services, businesses and offices, dry cleaners, restaurants, barber shops/beauty salons, and similar commercial outlets serving day-to-day neighborhood needs. These centers typically range in size from 8 to 10 acres and provide about 40,000 to 100,000 square feet of gross leasable floor area.

(DTC) Downtown Commercial

This designation is assigned to a limited area in the Downtown core (as defined by the Downtown Precise Plan) and takes advantage of the convenient access of the East Palm Canyon Drive corridor. Land use, zoning policies and design criteria for the area are established by the Downtown Precise Plan. Permitted land uses include Downtown Residential Neighborhood and Mixed Use Commercial. This designation also provides for a variety of commercial centers, ranging from storefront scale buildings and office space, to lodging and entertainment establishments. The Civic Center and associated civic facilities are also appropriately located within this area.

**Industrial**

(BP) Business Park

This designation is intended for light industrial and related uses which are compatible with one another, as well as with neighboring residential and commercial uses. Other potentially appropriate uses include professional offices, including administrative, corporate, institutional, legal, medical, financial, insurance, real estate, and government offices.

(I) Industrial

This designation provides for the development of any and all industrial uses operating entirely in enclosed buildings, and those requiring limited and screenable outdoor storage. Examples include clean manufacturing operations, warehousing and distribution facilities, mini-warehouse storage, and a variety of light manufacturing businesses. Siting industrial lands in close proximity to major regional highway and railroad facilities is desirable. Preferred development includes master planned industrial parks with integrated access and internal circulation. Business parks may also be permitted, provided their compatibility with other industrial uses is assured.

This designation may also allow conditional and/or discretionary development of more intense industrial uses with the potential to generate substantial levels of noise, smoke, dust, glare, traffic, vibration, or other nuisances.

Examples include the manufacturing of durable goods, such as appliances, furniture, fabricated metal products, and light electrical and transportation equipment. These uses may also have a potential for greater dependence on outdoor storage. Proponents will be required to mitigate any adverse impacts to acceptable or insignificant levels, demonstrate conformance with all community environmental standards, and be compatible with existing and planned land uses.

### **Institutional Services and Facilities**

(P) Public/Quasi-Public

This designation serves as a prefix for a variety of quasi-public and public uses delineated on the Land Use map. It is used to recognize such uses as the Civic Center and other governmental offices, libraries, schools, hospitals, police and fire stations, utility substations, and other public and quasi-public facilities.

### **Institutional Symbols**

(P/CC) Civic Center

Civic Center and related facilities

(P/FS) Fire Station

Fire Station

(P/PS) Police Station

Police Station

(P/M) Medical Facility

Hospitals and similar in/out patient medical facilities. Also may be assigned to convalescent and skilled nursing facilities.

(P/L) Library

Library

(P/S) School

Educational facilities such as daycare, elementary, intermediate, high, special, and technical schools.

(P/PO) Post Office

Post Office

(P/C) Cemetery

Cemetery

(P/T) Transportation

Interstate-10 and Union Pacific Railroad transportation corridors.

(P/U) Utilities

Utility substations, including wells and water tanks, electric, telephone, gas, water and similar facilities.

## **Open Space**

(OS-P) Parks and Public Open Space	Public parks and open space lands determined to be special, important or valuable natural resources which warrant protection. This designation is assigned to park lands and other recreational amenities.
(OS-PV) Open Space - Private	This designation may be assigned to private open space areas that are preserved for this use. These lands include private golf courses, lakes, tennis facilities, pools and other open space/recreation facilities, which are typically located within planned residential communities.
(OS-O) Open Space - Other	This designation may be used to define a variety of open spaces and special resource areas, or those that may pose threats or hazards to development. Examples include large habitat areas preserved for biological purposes, as well as geologic hazard areas, detention or retention basins, trails, etc.
(OS-W) Open Space-Watercourse	This designation is used to delineate floodways, including natural and man-made floodway and drainage channels.

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## **Specific or Precise Plans**

Specific Plans are to be used as development tools for projects or locations which have special development needs, including the Downtown and other master planned areas. Specific Plans are to be applied to projects which propose a mix of uses, or projects which have either environmental or geophysical issues associated with the property.

Specific and Precise Plans will provide detailed design guidelines and analyses of the projects to which they apply, including the distribution, location, and intensity of proposed land uses. They also examine the required level of public facilities and services and their availability, and they should help establish the economic viability of proposed developments. Standards and requirements for Specific Plans will be included in the Zoning Ordinance.



**Exhibit III-1 INSERT LAND USE MAP**

**Table III-2  
City of Cathedral City  
Land Use Acreage Summary**

<b>Land Use Category</b>	<b>Density</b>	<b>Acres in City</b>	<b>% of City Acres</b>	<b>Acre in SOI</b>	<b>% of SOI Acres</b>
HR Hillside Reserve	1 du/20ac	864	6.9%	4	0.1%
RE Estate Residential	0-2 du/ac	664	5.3%	2,133	65.3%
RL Low Den. Residential	2-4.5 du/ac	4,323	34.6%	0	0.0%
RR Resort Residential	3-6.5 du/ac	1,381	11.0%	0	0.0%
RM Med. Den. Residential	4.5-10 du/ac	412	3.3%	0	0.0%
RH High Den. Residential	11-20 du/ac	0	0.0%	0	0.0%
<b>Residential Subtotal</b>		<b>7,644</b>	<b>61.1%</b>	<b>2,137</b>	<b>65.4%</b>
CG General Commercial		969	7.8%	71	2.2%
CN Neighborhood Commercial		37	0.3%	0	0.0%
DTC Downtown Commercial		151	1.2%	0	0.0%
<b>Commercial Subtotal</b>		<b>1,157</b>	<b>9.3%</b>	<b>71</b>	<b>2.2%</b>
BP Business Park		112	0.9%	234	7.2%
I Industrial		886	7.1%	0	0.0%
<b>Industrial Subtotal</b>		<b>998</b>	<b>8.0%</b>	<b>234</b>	<b>7.2%</b>
<b>P Public/Quasi-Public</b>		<b>360</b>	<b>2.9%</b>	<b>51</b>	<b>1.6%</b>
OS-P Open Space-Public		641	5.1%	344	10.5%
OS-PV Open Space-Private		80	0.6%	0	0.0%
OS-W Open Space-Watercourse		1,138	9.1%	383	11.7%
OS-O Open Space-Other		484	3.9%	47	1.4%
<b>Open Space Total</b>		<b>2,343</b>	<b>18.7%</b>	<b>774</b>	<b>23.6%</b>
<b>Total</b>		<b>12,502</b>	<b>100%</b>	<b>3,267</b>	<b>100%</b>

**Table III-3  
City of Cathedral City  
Land Use Buildout Statistical Summary**

<b>Land Use Category</b>	<b>Total Acres</b>	<b>Dev. Acres</b>	<b>Vacant Acres</b>	<b>Exist Units</b>	<b>Potential Units<sup>3</sup></b>	<b>Bldout Units</b>
HR Hillside Reserve (1du/20ac)	868	9	859		32	32
RE Estate Res. (0-2du/ac)	2,797	102	2,694		4,041	4,041
RL Low Density (2-4.5du/ac)	4,323	2,635	1,689	10,779 <sup>1</sup>	5,700	16,479
RR Resort Res. (3-6.5du/ac)	1,381	942	439		2,140	2,140
RM Med. Density (4.5-10du/ac)	412	282	130	7,137 <sup>2</sup>	978	8,115
RH High Density (11-20du/ac)	0	0	0		0	
<b>Residential Subtotal</b>	<b>9,781</b>	<b>3,970</b>	<b>5,811</b>	<b>17,916</b>	<b>12,886</b>	<b>30,807</b>
				<b>Existing Sq.Ft.<sup>4</sup></b>	<b>Future Sq.Ft.<sup>4</sup></b>	<b>Total Sq.Ft.<sup>4</sup></b>
CG General Comm.	1,040	437	603	4,226,191	5,778,669	10,004,860
CN Neighborhood Comm.	37	1	36	9,583	344,955	354,538
DTC Downtown Comm.	151	145	6	1,389,564	57,499	1,447,063
<b>Commercial Subtotal</b>	<b>1,228</b>	<b>583</b>	<b>645</b>	<b>5,625,338</b>	<b>6,181,123</b>	<b>11,806,461</b>
BP Business Park	346	88	258	1,229,263	3,835,893	5,065,156
I Industrial	886	134	752	1,984,593	11,137,420	13,122,013
<b>Industrial Subtotal</b>	<b>1,232</b>	<b>222</b>	<b>1,010</b>	<b>3,213,856</b>	<b>14,973,313</b>	<b>18,187,169</b>
<b>P Public/Quasi-Public</b>	<b>411</b>	<b>370</b>	<b>41</b>	<b>---</b>	<b>---</b>	<b>---</b>
OS-P Open Space-Public	985	253	732	---	---	---
OS-PV Open Space-Private	80	0	80	---	---	---
OS-W Open Space-Watercourse	1,521	366	1,155	---	---	---
OS-O Open Space-Other	531	304	227	---	---	---
<b>Open Space Subtotal</b>	<b>3,117</b>	<b>923</b>	<b>2,194</b>	<b>---</b>	<b>---</b>	<b>---</b>
<b>Total</b>	<b>15,769</b>	<b>6,068</b>	<b>9,701</b>	<b>---</b>	<b>---</b>	<b>---</b>

<sup>1</sup>Includes attached and detached single family housing units, as categorized by CA. Dept. of Finance, 2000

<sup>2</sup>Includes multi-family housing units from two to five-plus and mobile homes, as categorized by CA. Dept. of Finance, 2000

<sup>3</sup>Future residential development is assumed to occur at 75% of the maximum density permitted.

<sup>4</sup>Assumes 22% lot coverage for commercial development, and 34% lot coverage for industrial development, which represent standard single-story development, as described in the Urban Land Institute's "Project Reference File," 1991.

## **GENERAL LAND USE GOALS, POLICIES AND PROGRAMS**

### **Goal 1**

A complete, balanced and integrated pattern of land uses appropriately scaled and designed to meet the domestic, productive and social needs of all members of the community, while providing a varied and cohesive fabric that is sustainable, empowering and humanizing.

### **Goal 2**

A land use plan and pattern that preserves and enhances the integrity of neighborhoods, districts and corridors, while optimizing the community's natural assets, regional transportation systems, and opportunities for housing, employment and economic base-building.

### **Policy 1**

Land use categories and zoning districts shall reflect the Ahwahnee (neo-traditional or new urbanism) Principles by providing land planning and development standards that encourage the creation of integrated neighborhoods, districts and corridors.

### **Policy 2**

All land use planning shall be directed toward the creation of internally integrated neighborhoods and development districts, which also enhance and optimize their connections to surrounding neighborhoods and districts.

### **Program 2.A**

The City shall assure that development plans are responsive to the wishes and aspirations of the neighborhood or district in which they are located, and shall require that land uses provide an appropriate interface with adjoining neighborhoods and districts.

**Responsible Agency:** Planning Department, Planning Commission, City Council

**Schedule:** On-going

### **Program 2.B**

The Zoning Ordinance shall be amended to include standards and requirements for the preparation of Specific Plans.

**Responsible Agency:** Planning Department, Planning Commission, City Council

**Schedule:** On-going

### **Policy 3**

The City shall adopt, implement and maintain an area-specific Downtown Plan, which shall integrate a mix of civic, tourist and recreational commercial, educational and residential uses around the East Palm Canyon development corridor.

**Program 3.A**

The City shall implement and periodically review the Downtown Precise Plan, and assure that it is responsive to the guiding Ahwahnee principles to provide a vibrant and dynamically integrated mixed use neighborhood in the heart of the community.

**Responsible Agency:** Redevelopment Agency, Planning Department, Planning Commission, City Council

**Schedule:** On-going, Annual reporting

**Policy 4**

In-fill development and lot consolidation shall be encouraged as means of enhancing existing development and as a means of optimizing the use of existing roadways and utility infrastructure.

**Program 4.A**

The City and, where appropriate, its Redevelopment Agency, shall identify areas of the City where in-fill development and lot consolidation are appropriate vehicles for efficient and timely development. The City/RDA shall consider such incentives as density/use intensity bonuses, City participation and other approaches that encourage in-fill and lot consolidation and development. An explicit program shall be developed, implemented and regularly monitored and reported upon.

**Responsible Agency:** Redevelopment Agency, Planning Department, Planning Commission, City Council

**Schedule:** 2002-03, On-going monitoring, Annual reporting

**Policy 5**

Land use planning and development proposals north of Interstate-10 shall take into consideration physical constraints and limited infrastructure of the area, and shall be planned through the development and implementation of Specific Plans when applicable.

**Policy 6**

Land use planning and development in the vicinity of the City's mountains and hillsides shall be consistent with the City's Hillside Protection Program and inherent physical constraints, and shall be applied to City lands as well as those located in adjoining jurisdictions.

**Policy 7**

The goals, policies and programs of the Land Use Element and other relevant elements shall be periodically reviewed in the context of land development activities.

**Program 7.A**

The City shall annually review the progress made in implementing the Land Use Element of the General Plan, including evaluating land use trends and their correspondence to the Plan's goals and policies. Applicable goals, policies and programs shall be updated and revised, as appropriate, in response to this evaluation.

**Responsible Agency:** Planning Department, Planning Commission, City Council

**Schedule:** On-going, Annual reporting

## **Policy 8**

The development districts and standards of the City Zoning Ordinance/Development Code shall correspond to the goals, policies and programs of the General Plan and the guidance provided by the Plan Program Environmental Impact Report.

### **Program 8.A**

The City shall review the consistency of the Zoning Ordinance/Development Code with the General Plan, and shall amend or revise the ordinance/code to assure compatibility and consistency, and to optimize the function of the ordinance/code as the primary implementing tool of the General Plan.

**Responsible Agency:** Planning Department, Planning Commission, City Council

**Schedule:** 2002-03; Annual review & report

## **Policy 9**

The consideration of major development proposals shall include an assessment of their economic viability, and fiscal costs and benefits associated with such proposals.

### **Program 9.A**

The City shall consider and, as deemed appropriate, shall require the preparation of market feasibility studies and/or fiscal impact analyses for major development projects, including but not limited to those involving General Plan Amendments.

**Responsible Agency:** Planning Department, Planning Commission, City Council

**Schedule:** On-going

## **RESIDENTIAL LAND USES BACKGROUND**

Cathedral City is arguably one of the most balanced communities in the Coachella Valley. Since its incorporation in the early 1980s, the City has evolved to provide residents with a wide range of residential opportunities, ranging from neighborhood and resort single-family development, to quality high-density affordable and senior housing. According to various sources of housing and population data, in 1990 the City had approximately 15,229 housing units, of which about 56% were single family (attached and detached), 24% were multi-family, and 20% were mobile homes.

By the Year 2000, the City had a total of 17,916 dwelling units. Over this ten-year period, the housing mix changed modestly, with about 60% single family (attached and detached), 24% multi-family, and 16% mobile homes. The percentage of the City's housing stock in single family units increased by about 4%, mobile homes as a percentage of the total decreased by about 4%, and multi-family units stayed about the same. New single family residential in the northeastern portion of the City had the greatest effect on the overall housing mix over this 10-year period.

In 1990, the City's population was approximately 30,085, and the City had an average household size of 2.75 persons. By 2000, the City population had risen to 42,647 (a 42% increase over 1990) and the average household size had risen to 3.03 persons.

The City's 2000 average household size is comparable to that of the Riverside County average of 2.98 persons per household, but is substantially larger than that of neighboring Palm Springs (2.05) and Rancho Mirage (1.92).

The General Plan provides for a wide range of residential unit types and densities, ranging up to twenty (20) dwelling units per acre within six basic residential land use categories, including Hillside Reserve (1 du/20 ac) and High Density (11-20 du/ac). Upon buildout of the General Plan planning area, the City could have a total of up to 30,807 dwelling units and a permanent population of up to 93,345. This projected population assumes current (2000) household densities and a 25% reduction in acreage for streets and parkways in each category.

The City and all other jurisdictions in California are required by law to assure the provision and availability of decent housing and a suitable living environment for all economic segments of the community, with special attention to very low, low and moderate income groups. The elderly, those paying too much for rent/mortgages and those living in overcrowded conditions are identified special groups that require special attention when providing for the community's housing needs. Each of these groups has found acceptable housing opportunities in Cathedral City. For additional information addressing these and other related issues associated with community housing stock, please refer to the Housing Element.

## **RESIDENTIAL LAND USE GOALS, POLICIES AND PROGRAMS**

### **Goal 1**

Residential neighborhoods and developments that provide safe, wholesome and enhancing environments for living, enjoyment, growth and development of all residents, including the community's children and seniors.

### **Goal 2**

Residential developments of distinctive character that provide a full range of housing types, products and costs to accommodate the needs of existing and future residents of the community.

### **Policy 1**

Existing residential neighborhoods and vacant residential lands shall be managed and regulated to enhance the distinct character of each, while assuring compatibility between existing and future development.

### **Policy 2**

In-fill development shall be encouraged on partially built-out subdivided lands, where major investments in streets and infrastructure have already been made, while ensuring the maintenance of the integrity of the neighborhood.

### **Policy 3**

Development proposals on non-contiguous or isolated lands shall be discouraged to avoid the creation of irregular, disruptive and inefficient development patterns, by requiring that such development provide the full range of urban services and facilities found in the urban core areas of the community.

### **Policy 4**

Prioritize efforts to arrest the deterioration of residential neighborhoods by actively addressing the root causes, including absentee and frequently negligent ownership of small and inefficient rental properties, the lack of home ownership and vesting in residential neighborhoods, and through effective code enforcement.

#### **Program 4.A**

The City shall initiate and pursue an active program of code enforcement and owner education to assure that absentee owners are responsive to the needs of their tenants and the codes and regulations of the City.

**Responsible Agency:** Building Department, Planning Department, Fire Department

**Schedule:** On-going

#### **Program 4.B**

The City shall develop a program which enhances opportunities for home ownership in single family and multi-family development by encouraging such development through the City's affordable housing program, coordination and cooperation with financial institutions and other entities including Habitat for Humanity and similar institutions.

**Responsible Agency:** Redevelopment Agency, Planning Department, Planning Commission, City Council

**Schedule:** 2002-03, On-going

### **Policy 5**

The General Plan shall provide a more balanced mix of moderate and high income housing that addresses the City's potential to meet the needs of high-end residents within the corporate limits.

#### **Program 5.A**

The General Plan and its Land Use Map shall provide adequate lands designated for low density, high value development, including single family subdivisions on larger lots, estate residential development and lands for ranchette-type development.

**Responsible Agency:** Planning Department, Planning Commission, City Council

**Schedule:** 2002-03, On-going

### **Policy 6**

In redevelopment areas and other locations where integrated planning is possible the City shall encourage the thoughtful integration of high density residential development that can take advantage of close and pedestrian-accessible employment and commercial centers.



### **Program 6.A**

The City shall require the preparation of Specific/Precise Plans in areas where the integration of a mix of land uses is desirable or is to be encouraged, and where development plans can integrate the Ahwahnee Principles to enhance land use efficiencies and quality of life.

**Responsible Agency:** Planning Department, Redevelopment Agency, Planning Commission, City Council

**Schedule:** On-going

### **Policy 7**

Development densities set forth in the General Plan represent a range of development densities that may be approved by the City, based upon the carrying capacity of lands, the availability of services and infrastructure, and the compatibility of proposed development with existing land use.

### **Program 7.A**

Development proposals shall be analysed by City staff to determine the appropriate density for each development, independent of the proposed development density. Criteria to be considered shall include land carrying capacity, the quality of proposed development, the availability of services and infrastructure, the compatibility of proposed development with existing land uses, and other appropriate criteria.

**Responsible Agency:** Planning Department, Planning Commission, City Council

**Schedule:** On-going

### **Policy 8**

The City shall encourage the use of Specific Plans to master plan complex mixes of land uses, to assure the appropriate mix and distribution of uses, support facilities and open space areas, and for projects which have environmental or geophysical issues associated with them.

### **Policy 9**

All residential development shall be subject to review by the City Architectural Review Committee and/or the City Planning staff for compliance with City architectural standards and guidelines.

### **Program 9.A**

Residential subdivision applications, which include models of residential product to be developed, shall be reviewed and approved by the Architectural Review Committee. All other residential development applications shall be reviewed by Planning staff for compliance with applicable architectural design standards and guidelines.

**Responsible Agency:** Planning Department, Planning Commission, City Council

**Schedule:** On-going

## **COMMERCIAL LAND USE BACKGROUND**

Since its incorporation, Cathedral City has emerged as a significant player in commercial activity and retail development. As an essential part of the City's mix of land uses and the local economic base, commercial lands and development generate important tax revenues and employment opportunities. The City's success is due in part to its central location and excellent

access from major intra-regional arterial roadways. Increasing household incomes, both in Cathedral City and surrounding communities, are also enhancing the City's retail environment and creating new or expanded commercial markets in such areas as entertainment retailing, dining, and specialty and niche shopping.

With the development of additional neighborhood and community-scale commercial centers, the City has significantly strengthened its commercial position in the growing Coachella Valley market. This growth has included such "big box" retailers as Sam's Club and Wal-Mart, which have also supported a wide range of smaller, service commercial outlets. The City's very successful Auto Mall on East Palm Canyon has become an important economic engine that provides substantial retail sales tax revenues, but has also given support to a wide range of auto-related service commercial ventures in the City.

The latest block in building the City's commercial and economic foundation has been the implementation of the Downtown Precise Plan, which is revitalizing the downtown core area along the East Palm Canyon Drive corridor. New development stimulated by the civic center complex, IMAX Theater and Mary Pickford Theaters are providing the foundation for growth in local-serving and tourist commercial development, as well as mixed use residential and hotel projects. The City's growth in taxable sales, from about \$399 million in 1995 to almost \$610 million in 1999, is testament to the effective effort the City continues to make in building an economically vital community.

## **COMMERCIAL GOALS, POLICIES AND PROGRAMS**

### **Goal**

A balanced mix of commercial lands and services serving neighborhood, community, regional and visitor needs of all sectors of the community, which are appropriately distributed to take advantage of pedestrian and vehicle access, as well as the City's comparative advantages.

### **Policy 1**

Assure that neighborhood-serving commercial development is strategically sited to maximize pedestrian access and minimize the need for vehicle travel to meet the daily shopping needs of the City's residents.

### **Program 1.A**

The City shall encourage the development of integrated neighborhoods that include residential and neighborhood-serving commercial in a convenient and compatible manner, consistent with appropriate development standards set forth in the City Zoning/Development Code.

**Responsible Agency:** Planning Department, Economic Development Department, Redevelopment Agency, Planning Commission, City Council

**Schedule:** On-going

## **Policy 2**

Major community and regional commercial development shall be located where it can take advantage of major roadways and highways, such as Interstate-10 and East Palm Canyon Drive, maximizing the drive-by market along such arterials and minimizing impacts on residential neighborhoods.

## **Policy 3**

Through implementation of the General Plan and by other means, the City shall enhance opportunities for the development of additional tourist/visitor-oriented commercial development, including business and resort hotels, theaters, golf courses and other recreational facilities.

## **Policy 4**

Planning and capital improvement projects shall be developed to improve and enhance access, safety and appearance of Ramon Road and other commercial corridors, as a major service and neighborhood commercial area of the City serving a wide range of consumers.

### **Program 4.A**

The City shall initiate a corridor improvement program through the holding of public workshops and the development of corridor improvement plans that address the full range of traffic, pedestrian access and safety, and appearance issues on major commercial corridors. A program of staged improvements shall be developed and implemented to optimize these important commercial corridors.

**Responsible Agency:** Planning Department, Planning Commission, City Council

**Schedule:** On-going

## **Policy 5**

The City General Plan and Zoning Ordinance/Development Code shall establish policies, programs and development standards that limit future strip commercial development and enhance the function and appearance of existing strip centers.

### **Program 5.A**

The City Zoning Ordinance/Development Code shall be reviewed and, as appropriate, revised to assure that development standards and guidelines address the development issues inherent in strip commercial development, including but not limited to site constraints, building heights, access onto arterial streets and compatibility with surrounding land uses.

**Responsible Agency:** Planning Department, Planning Commission, City Council

**Schedule:** 2002-03

## **Policy 6**

The City shall encourage lot consolidation and the submission and processing of integrated development plans along major arterials and other roadways where strip commercial will be developed, including the Golden Mile (Date Palm Drive) and other locations.

## **INDUSTRIAL LAND USE BACKGROUND**

Industrial development in the City is currently (2002) limited, and opportunities for expansion of industrial land uses are defined by substantial existing development and limited opportunities for properly sited industrial uses. The Land Use Element and map address the need for additional industrial lands by taking advantage of existing physical constraints and opportunities, including the proximity of the US Interstate-10/Union Pacific Railroad transportation corridor. Other lands assigned industrial uses include those adjoining the Edom Hill Landfill and lands within the wind/blow sand belt north of I-10. The Plan also designates lands located near the cemetery for business park development.

The Land Use Element provides two industrial categories, a general “Industrial” designation and a “Business Park” designation. As discussed above, the Industrial land use category provides for a wide range of uses that are expected to be readily permissible with the caveat that they do not generate meaningful environmental impacts and operate entirely in enclosed buildings. The designation also provides for “discretionary” types of uses, the suitability of which will be determined on a case-by-case basis. Alternative energy projects and associated manufacturing development are also important opportunities the City may wish to consider in these areas.

The Business Park designation is meant to provide for a wide variety of mutually compatible uses, ranging from light industrial to professional office development. Land uses under this designation are expected to be compatible with neighboring residential and commercial uses. Other potentially appropriate office uses include administrative, corporate, institutional, legal, medical, financial, insurance, real estate, and government uses. Limited and primarily business-park-serving commercial, including restaurants, printing and copying services, are also expected to be compatible within this environment.

## **INDUSTRIAL GOALS, POLICIES AND PROGRAMS**

### **Goal**

A mix of business park and industrial uses and lands that are clean and non-polluting, can be developed in a manner compatible with non-industrial uses, and which enhance the mix of employment opportunities in the community and broaden the economic base of the City.

### **Policy 1**

Protect and enhance the broadly-based business park nature of industrial development in the Perez Road corridor and other industrial areas of the City by preventing the development of particularly sensitive or otherwise incompatible land uses in the vicinity.

### **Policy 2**

Recognize and preserve appropriate lands north of Interstate-10 for future business park and industrial development by precluding land uses that are inconsistent or incompatible with physical constraints of the area, and which may create land use compatibility issues with business park/industrial development.

### **Policy 3**

Limit business park and industrial development to those uses which complement the overall economic development goals of the community by enhancing the type and value of new jobs for the community, while assuring that the City's high environmental quality standards are not compromised.

#### **Program 3.A**

The City shall develop and initiate a program of business park and industrial recruitment, which focuses on users with moderate to high employment potential and salaries that provide a standard of living consistent with the City's economic development goals.

**Responsible Agency:** Economic Development Department, Planning Department, Planning Commission, City Council

**Schedule:** On-going

#### **Program 3.B**

Business park and industrial development proposals shall be carefully reviewed in the course of conducting the CEQA Initial Study and through subsequent analysis, as necessary, to assure that the proposed land use(s) will not contribute to the degradation of the community's air, water or other environmental resource, including the City's aesthetic values.

**Responsible Agency:** Planning Department, Planning Commission, City Council

**Schedule:** On-going

### **Policy 4**

The City shall encourage the preparation of Specific/Precise Plans for major business park and industrial developments on 10 acres or more, to assure the efficient use of these lands and the roadways and rail service, drainage facilities and utilities to serve these developments.

#### **Program 4.A**

As a means of properly controlling and optimizing the development of business parks and industrial projects, the City may require the preparation of Specific/Precise Plans, which address circulation, infrastructure, drainage and development standards and guidelines to assure compatible development that reflects the values and standards set forth in the General Plan.

**Responsible Agency:** Planning Department, Planning Commission, City Council

**Schedule:** On-going

### **Policy 5**

All proposals for development of business and/or industrial parks shall be considered within the context of the City's aesthetic and health and safety concerns and goals.

### **Program 5.A**

Business park and/or industrial park development shall be required to demonstrate a thoughtful consideration for surrounding land uses and the appearance of these developments from adjoining lands and public rights of way by integrating extensive landscaping, walls and other appropriate visual enhancements and screening.

**Responsible Agency:** Planning Department, Police Department, Fire Department, Riverside County Environmental Health, Planning Commission, City Council

**Schedule:** On-going

### **Program 5.B**

Industrial and business park development proposals shall be reviewed with a special consideration for their potential to generate public health or safety issues. The issues shall be taken into consideration when assessing the appropriateness of proposed development sites and surrounding existing and planned land uses.

**Responsible Agency:** Planning Department, Police Department, Fire Department, Riverside County Environmental Health, Planning Commission, City Council

**Schedule:** On-going

## **MUNICIPAL FACILITIES AND SERVICES BACKGROUND**

The provision of adequate levels of public facilities and services is one of the principal concerns of local government. Land uses for public facilities and services include such governmental functions as the Civic Center, fire and police stations, and the City's corporate yard. Other public and quasi-public services and facilities include those associated with schools and libraries, hospitals and other medical facilities, and utility infrastructure. (Also please see the Public Facilities and Services Element).

The level of public services and facilities needed to support residential, commercial and industrial development, and community needs in general, is directly related to the intensity of development and the socio-economic structure of the community. The planned logical extension of the City's urbanizing areas cannot occur without the careful and timely planning for and coordination of the extension of public services and facilities.

The viability and nurturing of the development environment, and the economic life and future of the City, are directly tied to the level and cost of services and facilities, the types and intensity of land use, and the level of demand generated for public services and facilities. The economic health of the City is also dependent upon a balance between service costs and revenues generated by current and future development.

While the extension of many urban services and facilities is provided by various public agencies and regulated private companies, some of these service providers are not under the City's regulatory jurisdiction. Nonetheless, the City has the essential responsibility to cooperate with the appropriate agencies, public districts and private companies, to facilitate the timely availability of services, but to also assure that premature and inappropriate land uses are not encouraged.

## **MUNICIPAL FACILITIES AND SERVICES GOALS, POLICIES AND PROGRAMS**

### **Goal 1**

Municipal services and facilities that are of adequate capacity and sufficiently well served and staffed to meet the service and safety needs of all sectors of the community now and in the future, while being compatible with the full range of community land uses.

### **Goal 2**

Municipal services and facilities that are consistent with and facilitate the goals of the Ahwahnee Principles through the provision of convenient access to public transit, provide convenient and cost-effective water and wastewater treatment facilities, other infrastructure, and public safety services and facilities.

### **Policy 1**

Assure the planning, development and provision of public facilities and services through City programs and requirements placed on development, which results in adequate levels of service and staffing requirements, while continuing to be compatible with surrounding land uses.

### **Policy 2**

All proposals and plans for development of public buildings shall be assessed and approved through the same review process established for private sector development. The review process shall assure project compliance with City land use regulatory documents, compatibility with surrounding land use, and adherence to applicable design standards and guidelines.

### **Policy 3**

The City shall pro-actively cooperate and coordinate with all providers of utility and public safety services in the community.

### **Program 3.A**

Establish and/or maintain protocol and procedures to consult, coordinate and cooperate with providers responsible for public utilities, police, fire, health, and other service, protection and care services in the community.

**Responsible Agency:** Planning Department, Building Department

**Schedule:** Ongoing

## **OPEN SPACE AND CONSERVATION BACKGROUND**

The City and the Coachella valley are host to a wide variety of open space and conservation lands and resources, which are important assets for all of the valley's communities. The open space and conservation spaces in the City are important areas of aesthetic, recreational and natural resource value, which also give the community its essential character.

Open space and conservation areas within the City and planning area include rugged and imposing elevated terrain of the foothills and mountains, major drainages and waterways, and lands serving as utility corridors.

These lands are also designated for the preservation of natural resources (plant and animal communities), washes and their banks, mineral deposits, parks and recreation facilities, multi-use trails, and areas where the presence of hazardous conditions limits or precludes development.

Parks and Public Open Space lands include special, important or valuable natural resources, which warrant protection. Open Space-Private designations may be assigned to private open space areas which are preserved for this use. Open Space-Other lands define a variety of open spaces and special resource areas, or those that may pose threats or hazards to development, and Open Space-Watercourse lands delineate floodways, including natural and man-made floodway and drainage channels.

## **OPEN SPACE AND CONSERVATION GOALS, POLICIES AND PROGRAMS**

### **Goal 1**

Environmental resources that are protected through the establishment and preservation of open space areas, which also protect residents and property from environmental hazards while providing recreational opportunities and enhancing the beauty and attraction of the community.

### **Goal 2**

Preservation and enhancement of the City as a balanced mix of built and natural environments that contribute to the overall quality of life for its citizens and visitors, while preserving scenic resources of the desert and mountains.

### **Policy 1**

The General Plan and supporting documents shall provide comprehensive descriptions and mapping of open space and conservation areas that are valued for their community-wide asset value, and/or are identified as areas constituting environmental hazards such as flood plains, high voltage electric transmission corridors, earthquake fault zones and blowsand hazard areas.

### **Policy 2**

All development proposals shall be reviewed for the degree or extent to which they encroach upon sensitive resource areas or may subject people and/or improvements to damage from environmental hazards. Mitigation measures shall be promulgated, to the extent practical, to avoid significant impacts and determine the feasibility of development proposals.

### **Policy 3**

The City shall explore and exploit all legitimate and appropriate opportunities to secure and protect valuable open space and conservation lands for the benefit of the entire community.



**Program 3.A**

Through all available contacts and opportunities, including those associated with the granting of development permits, the City shall provide opportunities and mechanisms for public and/or private donations of open space lands to the City or appropriate conservation land management entity for the benefit of its residents and the entire community.

**Responsible Agency:** Planning Department, Planning Commission, City Council

**Schedule:** On-going

# ***CIRCULATION ELEMENT***

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## **PURPOSE**

The purpose of the Circulation Element is to provide goals, policies, programs and standards which correlate the City's transportation system with the types, intensities and locations of land uses within the City. It addresses those segments of the local transportation system that interface with and serve as extensions of the regional system connecting Cathedral City with the broader Coachella Valley and other communities in Southern California. The Circulation Element also serves as the blueprint for future land use policy decisions and social and economic development efforts.

## **BACKGROUND**

The Circulation Element is an infrastructure plan that provides connectivity between the various existing and planned land uses of the City and addresses the dynamic access issues associated with the mix of residential, employment, commercial and institutional uses in the community. In addition to its effects on the physical, social and economic environment of the City, the Circulation Element also has a direct relationship with the Housing, Open Space, Noise and Air Quality elements. Being integrally tied to the Land Use Element, the Circulation Element is predictably influenced by the types, intensities and distribution of land uses within the community and surrounding area. Local and regional air quality issues are closely related to the efficiency of the local and regional transportation system. As the population in Cathedral City and the Coachella Valley continues to grow, vehicle miles will increase, and travel speeds will be reduced, resulting in higher emissions per mile traveled. The policies and programs established by the Circulation Element can play an important role in maintaining and enhancing the flow of traffic and preserving air quality in the community.



### **East Palm Canyon Improvements**

The Circulation Element has been developed as a comprehensive transportation management strategy, in conjunction with the General Plan Program EIR and City Capital Improvement Plan. It sets forth specific goals, policies and programs, which are based upon an engineering and computer modeling analysis of existing and projected future traffic conditions.

Future traffic conditions have been forecasted utilizing the Coachella Valley Area Transportation System (CVATS) model, anticipated buildout land use patterns and intensities, projected regional growth expected to impact City streets and roadways, and a wide range of socioeconomic data and assumptions.

California Government Code sets forth the information and data analysis requirements of the Circulation Element. Government Code Section 65302 requires that the element describe major thoroughfares and that their planned development be closely coordinated with the Land Use Element of the General Plan.



It also requires that the element include development or improvement standards that are responsive to changes in demand for capacity created by implementation of the Plan. Government Code Sections 65103 (f) and 65080, et seq. require that the City coordinate Circulation Element provisions with applicable regional and state transportation plans. In the Cathedral City General Plan Planning Area, the following agencies are responsible for preparing these transportation plans: Coachella Valley Association of Governments (CVAG), Southern California Association of Governments (SCAG), and California

Department of Transportation (CalTrans). The state is also required to coordinate its planning efforts with those of local jurisdictions (§65080(a)), with the federal government being under a similar mandate (§134, Title 23 of the U.S. Code).

## **INDICATORS OF ROADWAY EFFICIENCY**

The efficient movement of vehicular traffic on local and regional roadways is critical to the normal day-to-day functioning of a community. Obstructions in traffic flow can have serious consequences, including economic loss due to delays in transporting goods, increased psychological stress for the traveling public, and increased risk for motor vehicle accidents. The efficiency of a particular roadway can be determined by assessing the roadway's capacity, level-of-service, and average daily traffic volume, each of which is described below.

### **Level-of-Service**

Roadway capacity is defined as the number of vehicles that may pass over a section of roadway in a given time period under prevailing conditions. Roadway capacity is most restricted by intersection design and operation.

The capacity of a roadway and the degree to which that capacity is being utilized is typically described as the roadway's "Level-of-Service" (LOS). Level-of-Service is a qualitative measure of the efficiency of traffic flow and is defined by alphabetical connotations, ranging from "A" through "F," that characterize roadway operating conditions.

LOS A represents an optimum or free-flowing condition, and LOS F indicates extremely slow speeds and system failure. Levels-of-Service are represented as volume-to-capacity (V/C) ratios, or vehicle demand divided by roadway capacity. V/C ratios smaller than 1.00 imply better operational characteristics and levels-of-service. V/C ratios that exceed 1.00 imply worse operating conditions and LOS F, where traffic demand exceeds roadway capacity. The table below defines the various LOS classifications.

**Table III-4**  
**Roadway Level Of Service Description**

<b>Level of Service</b>	<b>Quality of Traffic Flow</b>
A	Primarily free-flow operations at average travel speeds usually about 90 percent of the free-flow speed for the arterial classification. Vehicles are completely unimpeded in their ability to maneuver within the traffic stream. Stopped delay at signalised intersections is minimal.
B	Reasonably unimpeded operations at average travel speeds usually about 70% of the free-flow speed of the arterial classification. Ability to maneuver within the traffic stream is only slightly restricted. Stopped delays are not bothersome, and drivers generally are not subject to appreciable tension.
C	Traffic operations are stable. However, mid-block maneuverability may be more restricted than in LOS B. Longer queues, adverse signal coordination, or both may contribute to lower average travel speeds of about 50% of the average free-flow speed for the arterial classification. Motorists will experience some appreciable tension while driving.
D	Borders on a range where small increases in flow may cause substantial increases in approach delay and decreases in arterial speed. LOS D may be due to adverse signal progression, inappropriate signal timing, high volumes, or some combination of these factors. Average travel speeds are about 40% of the free-flow speed. For planning purposes, this level-of-serve is the lowest that is considered acceptable.
E	Characterized by significant approach delays and average travel speeds of one-third or less of the free-flow speed. Typically caused by some combination of adverse progression, high signal density (more than two signalised intersections per mile), high volumes, extensive queuing, delays at critical intersections, and/or inappropriate signal timing.
F	Arterial flow at extremely slow speeds, below one-third to one-fourth of the free-flow speed. Intersection congestion is likely at critical signalised intersections, with high approach delays and extensive queuing. Adverse progression is frequently a contributor to this condition.

Source: p. 11-4, Highway Capacity Manual, Special Report 209, Transportation Research Board, 1994.

Traffic engineers and transportation planners are involved in on-going efforts to strike a balance between providing ideal roadway operating conditions and controlling the costs of infrastructure and right-of-way needed to assure those conditions. For General Plan purposes, the upper level of LOS D is assumed to be the “acceptable” level-of-service for a given roadway in the City. While the vast majority of roadways in the planning area are expected to operate at acceptable levels-of-service at General Plan buildout, several segments may operate at LOS E or F unless special design and/or control measures are implemented to mitigate traffic impacts in these areas.

Typically, capacity can be increased by adding travel or turning lanes, constructing raised medians, and/or restricting vehicle access to a roadway. By reducing the number of vehicle conflict points, traffic flow on a roadway can be substantially improved, avoiding the loss of capacity caused by disruptions to traffic flow resulting from vehicles entering or leaving the roadway (see Section III-B, General Plan Program EIR for more information about mitigating traffic impacts).

### **Average Daily Traffic Volumes**

Average Daily Trips (ADT) is the total number of vehicles that travel a defined segment of roadway over a twenty-four hour period. ADT is a useful benchmark number for determining various roadway configurations and design aspects. The peak hour ADT, which is the highest volume of traffic to pass over a segment of roadway during an hour period, is also a useful means of determining a roadway's capacity and level-of-service. Traffic counts at intersections can provide an even more detailed picture of existing and future operating conditions at intersections.

Roadways are generally classified in a hierarchical manner, according to the number of vehicle lanes provided. Table III-5, below, lists the various roadway types/cross-sections found in the planning area and the maximum daily traffic volumes each type of roadway can accommodate at various levels-of-service. For example, for a Major Highway to operate at LOS C, it should accommodate no more than 24,000 vehicle trips per day. These roadway capacities are “rule-of-thumb” estimates, which may vary depending upon site-specific factors, such as the number and configurations of intersections, roadway grades, sight distance, percentage of truck and bus traffic, and degree of access control.

**Table III-5  
Level-of-Service Volumes/Capacity Values  
For Various Roadway Classifications**

Classification	Typical Lane Configuration	Average Daily Volume @ Upper Limit of Each LOS (Vehs/Day) <sup>a</sup>				
		Ac (60%)	Bc (70%)	Cb (80%)	Dc (90%)	Eb (100%)
Collector	2-Lane Undivided	6,000	9,000	12,000	15,000	18,000
Secondary Highway	4-Lane Undivided	10,000	15,000	20,000	25,000	30,000
Major Highway	4-Lane Divided	10,000	17,000	24,000	31,000	38,000
Arterial Highway	6-Lane Divided	17,000	27,500	38,000	48,500	59,000
Freeway	8-Lane Divided	74,000	103,000	132,000	161,000	190,000

a. The upper limit of LOS D was assumed as the “design” capacity for Cathedral City. All capacities are based upon improvements to full City standards under optimum operating conditions. Capacity can be significantly reduced by a high incidence of pedestrian traffic and turning movements. Substandard vertical and horizontal alignment, or any combination which might restrict sight distance will also reduce capacity.

b. Source: Riverside County Road Department, Information Pamphlet for Riverside County Traffic Circulation and Roadway Improvement Requirements, Revised 11/24/87.

c. Source: Endo Engineering, based upon LOS C and LOS E values provided by Riverside County.

## CURRENT CONDITIONS

The City of Cathedral City and the communities of the Coachella Valley located south of US Interstate-10 have grown into a continuous and interconnected suburban development pattern, tied together by state and interstate highways and a network of arterial roadways. This interconnection has been further supported by the Mid-Valley Parkway, which provides an additional intercity link between local communities and economic markets. A variety of physical influences and constraints, including the geography of the City and valley, the constrained development pattern between U.S. Interstate-10 and the Santa Rosa Mountains, and the existing roadway network, affect traffic flows and the impacts of development on local roadways. The existing roadway network is further described in the General Plan EIR and its special traffic study.

### Major Regional Roadways

Two regional routes provide primary access to the City: East Palm Canyon Drive (formerly State Highway 111) and U.S. Interstate-10. US Interstate-10 connects the Los Angeles region with Arizona and other cities and states to the east. East Palm Canyon Drive is designated as State Highway 111 at its junction with Interstate-10 several miles west of Palm Springs. As it enters Palm Springs, Highway 111 proceeds east along Vista Chino, then south along Gene Autry Trail, where it intersects and becomes East Palm Canyon Drive and proceeds east through Cathedral City.

East of Cathedral City, East Palm Canyon Drive is once again designated as “Highway 111,” and it continues southeast to Brawley in the Imperial Valley. The Mid-Valley Parkway is an additional intra-regional arterial that extends from the Palm Springs International Airport entrance on Ramon Road, southeast to Cook Street. Each of these regional facilities is briefly described below.

### **U.S. Interstate-10**

I-10 provides essential inter-city and inter-regional access and is a critical part of the local road network, moving people and goods into and out of the Valley. Where it passes through Cathedral City, U.S. Interstate-10 is built as an eight-lane divided freeway, which is accessed from a single diamond-shaped interchange at Date Palm Drive. Additional City access to I-10 is available through the Gene Autry Trail and Ramon Road interchanges to the west and east. The General Plan proposes and plans for the future construction of an additional interchange at the northerly extension of Da Vall Drive, approximately one mile east of the I-10/Date Palm Drive interchange.

### **East Palm Canyon Drive**

East Palm Canyon Drive follows the approximate route of the Old Bradshaw Trail (see the Archaeological and Cultural Resources Element), which runs along the toe of the Santa Rosa Mountains and the Whitewater River. This roadway again becomes the state-classified Highway 111 at the City’s easterly boundary with Rancho Mirage. Its classification notwithstanding, East Palm Canyon Drive is an important intra-regional connector serving local cities. Over the past several years, some through-traffic appears to have moved north to I-10 in response to congestion along this roadway.

East Palm Canyon Drive is an integral part of the Downtown Redevelopment Project and has been improved to enhance traffic flow and better serve the adjoining commercial and institutional land uses. Completed improvements extend from Cathedral Canyon Drive eastward to Date Palm Drive and include two through-lanes in each direction, raised and landscaped median islands, and parallel service or frontage roads that provide bus service parking and side-street access outside the main flow of traffic.

### **Mid-Valley Parkway**

The Mid-Valley Parkway was originally conceived as an east-west, inter-city arterial that would serve as a high capacity linkage between Palm Springs and the various communities of the Coachella Valley, and as an alternate route to Highway 111/East Palm Canyon Drive. It was envisioned as a six-lane, high-speed, restricted access roadway, which would be located mid-way between Highway 111 and Interstate-10 and provide access to regional transportation hubs, including the Palm Springs International Airport.

Unfortunately, cost constraints and problems securing adequate right-of-way in adjoining cities have reduced the size of this arterial to four lanes, divided. Today, the parkway follows a circuitous route from Palm Springs to Rancho Mirage and provides only marginally better performance than other regional arterials.

The Mid-Valley Parkway’s westerly terminus is Highway 111 in the San Geronio Pass, and its easterly terminus is Cook Street in Palm Desert. In Cathedral City, the Mid-Valley Parkway



extends east-west along Dinah Shore Drive. The addition of a bridge over the Whitewater River has reduced some of the traffic volume on nearby Ramon Road, however, development along much of this roadway limits its capacity through the City. It is unclear whether the Mid-Valley Parkway constitutes a meaningful change or addition to arterial facilities in the area, however, funding is available from CVAG to assist in completing its design, development and construction. The Transportation Uniform Mitigation Fee (TUMF) program has helped to pay for this facility and a wide range of other arterial roadways in the Coachella Valley.

### **Major Local Roadways**

The City has facilitated the construction and maintenance of a variety of other major roadways of local importance, including Gerald Ford Drive, Ramon Road, Vista Chino, Date Palm Drive and Cathedral Canyon Drive. These roadways have been built along a north-south grid that interconnects with major arterials passing through adjacent jurisdictions. The convenience they provide in traversing through the City is of significant importance to residents and businesses alike.

A variety of traffic data was collected to evaluate existing traffic conditions in the planning area, including traffic counts and estimations from the City of Cathedral City, Coachella Valley Association of Governments (CVAG), CalTrans, and special site-specific traffic studies conducted for development projects in the planning area. The following table describes existing capacities, average traffic volumes, and levels-of-service for roadways in the General Plan planning area. Existing Average Daily Traffic (ADT) volumes are displayed graphically on Exhibit III-2, and street cross-sections are illustrated on Exhibit III-4.

**Table III-6  
Existing Conditions Summary  
for Major Roadways in the Planning Area**

Roadway Link	Current ADT	Daily Capacity <sup>a</sup> (Veh./Day)	V/C <sup>b</sup> Ratio	Level of Service
<b>U.S Interstate-10</b>				
W of Palm Drive	54,000	190,000	0.28	A
W of Date Palm Drive	55,000	190,000	0.29	A
E of Date Palm Drive	54,000	190,000	0.28	A
<b>Gene Autry Trail/Palm Drive</b>				
N of Varner Road	14,900	18,000	0.83	D
N of Interstate-10	15,200	18,000	0.84	E
S of Interstate-10	15,300	18,000	0.85	E
<b>Mountain View Road</b>				
N of Varner Road	6,700	18,000	0.37	B
<b>Landau Boulevard</b>				
N of Ramon Road	9,500	38,000	0.25	A
<b>Cathedral Canyon Drive</b>				
S of Ramon Road	18,600	38,000	0.49	C
S of Dinah Shore Drive	13,700	38,000	0.36	B
<b>Date Palm Drive</b>				
S of Varner Road	6,300	18,000	0.35	B
N of Vista Chino	21,200	38,000	0.56	C
S of Vista Chino	20,700	38,000	0.54	C
N of 30th Avenue	19,600	38,000	0.52	C
S of 30th Avenue	20,000	38,000	0.53	C
N of Ramon Road	23,000	59,000	0.39	B
S of Ramon Road	27,400	59,000	0.46	B
N of Dinah Shore Drive	27,100	59,000	0.46	B
S of Dinah Shore Drive	26,900	59,000	0.46	B
N of Gerald Ford Drive	23,500	38,000	0.62	C
N of Perez Road	24,600	38,000	0.65	D
N of East Palm Canyon Drive	19,500	38,000	0.51	C
<b>Da Vall Drive</b>				
N of Ramon Road	1,600	18,000	0.09	A
S of Ramon Road	700	38,000	0.02	A
<b>Varner Road</b>				
E of Palm Drive	800	18,000	0.04	A
E of Mountain View Road	7,000	18,000	0.39	B
E of Edom Hill Road	7,100	18,000	0.39	B
E of Date Palm Drive	2,900	18,000	0.16	A
<b>Edom Hill Road</b>				
E of Varner Road	500	18,000	0.03	A
<b>Vista Chino</b>				
W of Landau Boulevard	19,400	38,000	0.51	C
W of Date Palm Drive	14,400	38,000	0.38	B

**Table III-6 (continued)**  
**Existing Conditions On Major City Roadways**

Roadway Link	Current ADT	Daily Capacity <sup>a</sup> (Veh./Day)	V/C <sup>b</sup> Ratio	Level of Service
<b>30th Avenue</b>				
W of Date Palm Drive	4,200	18,000	0.23	A
E of Date Palm Drive	3,300	18,000	0.18	A
<b>Ramon Road</b>				
W of Landau Boulevard	39,600	38,000	1.04	F
W of Cathedral Canyon Drive	39,300	59,000	0.67	D
W of Date Palm Drive	34,400	59,000	0.58	C
E of Date Palm Drive	23,000	38,000	0.61	C
E of Da Vall Drive	22,400	38,000	0.59	C
<b>Dinah Shore Drive</b>				
W of Cathedral Canyon Drive	4,100	38,000	0.11	A
W of Date Palm Drive	10,900	38,000	0.29	B
E of Date Palm Drive	13,400	38,000	0.35	B
E of Da Vall Drive	9,400	18,000	0.52	C
<b>Gerald Ford Drive</b>				
E of Date Palm Drive	13,600	30,000	0.45	B
E of Da Vall Drive	12,000	38,000	0.32	B
<b>Perez Road</b>				
W of Cathedral Canyon Drive	10,800	30,000	0.36	B
W of Date Palm Drive	13,100	38,000	0.34	B
<b>East Palm Canyon Drive</b>				
W of City Limits	39,400	38,000	1.04	F
W of Perez Road	41,900	38,000	1.10	F
W of Cathedral Canyon Drive	36,500	38,000	0.96	E
W of Date Palm Drive	39,900	38,000	1.05	F
W of Frank Sinatra Drive	40,900	59,000	0.69	D
E of Frank Sinatra Drive	38,100	59,000	0.65	D
<b>Frank Sinatra Drive</b>				
E of East Palm Canyon Drive	11,700	38,000	0.31	B
E of Da Vall Drive	12,600	38,000	0.33	B

<sup>a</sup> These values represent the current “physical” capacity at the upper limit of LOS E, as shown in the table entitled “Level-of-Service Volumes/Capacity Values for Various Roadway Classifications.”

<sup>b</sup> These values were calculated using the “physical” capacity at the upper limit of LOS E.

Source: Table 3-6, “Cathedral City General Plan Update, Traffic Background Study,” Endo Engineering, January 2002.

**Exhibit III-2**

**Existing Average Daily Traffic Volumes (ADT) in the General Plan Planning Area  
(See Endo General Plan Traffic Report, Figure 3-4)**

**Exhibit III-3**  
**Existing Daily V/C Ratio and LOS in the General Plan Planning Area**  
**(See Endo General Plan Traffic Report, Figure 3-7)**

**Exhibit III-4**  
**City Street Cross-Sections**

## **GENERAL PLAN TRANSPORTATION MODEL**

A computer-generated transportation model was developed to evaluate existing roadway operating conditions in the General Plan planning area and to forecast projected impacts associated with General Plan buildout and regional growth. The model utilized geographic information system (GIS) mapping of the entire planning area and was based upon the Coachella Valley Area Transportation Study (CVATS) model, which was developed by the Southern California Association of Governments, in conjunction with the Coachella Valley Association of Governments (CVAG) and the Riverside County Transportation Commission (RCTC). The CVATS model provides a level of analysis appropriate for sub-regional and regional analysis, and is currently used by most agencies in the Coachella Valley for the development of long-range transportation plans. However, the model does not evaluate impacts to local streets, nor does it provide analysis of turning movements at intersections.

Using procedures similar to those used to develop the 2010 version of the CVATS model, the General Plan modeling process consisted of mapping the new General Plan land use allocations and overlaying them with a variety of socio-economic data and the existing and planned roadway network of the planning area. Attributes and characteristics of the model were refined to better replicate local land use conditions and travel characteristics, and to produce accurate and reasonable traffic forecasts for buildout of the General Plan planning area. Additional transportation network and zone details were developed for this effort.

### **CVATS-Based Zone System**

Utilizing the CVATS model as a guide, the City was subdivided into a system of traffic analysis zones (TAZs). The City's 1998 land use patterns were used to determine where CVATS TAZs needed to be further subdivided, making provisions for approved but as yet completed master planned communities. New General Plan land use allocations were evaluated, and based on this distribution of land uses, traffic volumes were generated and distributed along the roadways within each TAZ.

This process resulted in a forecast of future traffic volumes that are expected to occur at General Plan buildout, and it approximated how traffic is expected to enter and utilize the local roadway system. The results provide important information about the ability of the current roadway system to maintain acceptable traffic flows in the future. (Please see the technical appendices of General Plan EIR for an illustration of TAZ boundaries and a breakdown of the various land uses within each TAZ).

### **Trip Generation**

The total number of vehicle trips produced in or attracted to a particular geographic area is directly related to its land use and demographic characteristics. Land use data, as designated by existing land use patterns and the General Plan Land Use Element, served as the basis for determining the number of vehicle trips generated within each TAZ.

The CVATS model was used to determine the average number of daily trips for each land use, and this data was modified for City-specific application. The General Plan transportation model then estimated the number of peak season vehicle trips expected to be produced on an average weekday within each TAZ.

### **Trip Distribution and Traffic Assignment**

The next step in the modeling process was to directionally distribute the vehicle trips produced in or attracted to each TAZ and assign them to specific streets. The transportation analysis uses a “gravity distribution model,” which assumes that the distribution of vehicle trips is proportional to the “attractiveness” of the land use and the distance (or travel time) from the point of trip production. Each type of trip or trip purpose has its own specific travel characteristics.

The model then assigned vehicle trips to specific route paths based upon the interchanges of traffic between TAZs identified in the trip distribution process. The result is a forecast of daily traffic volumes at General Plan buildout, with the assignment of vehicle trips to specific roadways within the planning area. As with other aspects of the General Plan modeling effort, traffic assignments have been adapted from procedures used in the CVATS model.

## **GENERAL PLAN BUILDOUT**

### **Trip Generation**

The number of trips generated at buildout of the planning area is based on the land use types and intensities assigned by the General Plan Land Use Plan. The transportation model estimates the average number of peak season vehicle trips that will be produced on a weekday for each TAZ, and gives special consideration to seasonal peak trips to address the increased travel demand that occurs when visitors and seasonal residents utilize the City roadway network. Based on the land use types and intensities established by the Land Use Plan, buildout of the General Plan planning area is expected to generate a total of approximately 992,862 daily two-way trips.

### **Levels-of-Service**

Buildout of the General Plan is expected to provide LOS D or better operations on a daily basis for most (81%) roadway segments in the planning area. However, thirteen segments (15%) are expected to operate at LOS E, and four (4%) are expected to operate at LOS F. Typically, impacts to roadway links that are projected to operate at LOS E on a daily basis can be adequately mitigated by providing additional turning lanes at intersections. Where roadway links are projected to operate at LOS F, the construction of additional through lanes is usually required to adequately reduce delays or provide alternative parallel routes.

The preservation of adequate right-of-way at major intersections is critical to improving conditions on roadways projected to function at LOS E and F, in order to allow space for future intersection improvements. Areas where future impacts remain unacceptable will require more detailed and focused analysis to alleviate anticipated impacts. These areas are addressed in subsequent sections of this element.

Anticipated average daily traffic (ADT) volumes and levels-of-service (LOS) for major roadway segments in the planning area are described in the following table. Daily traffic volumes are illustrated graphically in Exhibit III-5.



**Table III-7  
General Plan Buildout Traffic Impact Analysis**

<b>Roadway Link</b>	<b>Buildout ADT</b>	<b>Daily Capacity<sup>a</sup> (Veh./Day)</b>	<b>V/Cb Ratio</b>	<b>Level of Service</b>
<b>Interstate-10</b>				
W of Date Palm Drive	140,200	190,000	0.74	D
E of Date Palm Drive	158,800	190,000	0.84	D
<b>Palm Drive</b>				
S of Date Palm Drive	71,900	59,000	1.22	F
<b>Mountain View Road</b>				
N of Date Palm Drive	31,500	59,000	0.53	C
<b>Edom Hill Road</b>				
E of Date Palm Drive	4,900	30,000	0.16	A
<b>Varner Road</b>				
E of Date Palm Drive	12,900	38,000	0.34	B
W of Da Vall Drive	11,600	38,000	0.31	B
E of Da Vall Drive	21,200	38,000	0.56	C
<b>Valley Center Boulevard</b>				
E of Palm Drive	18,400	38,000	0.48	C
W of City Limit	19,000	38,000	0.50	C
W of Date Palm Drive	32,300	38,000	0.85	E
E of Date Palm Drive	25,900	38,000	0.68	D
W of Da Vall Drive	30,000	38,000	0.79	D
<b>Date Palm Drive</b>				
E of Palm Drive	19,200	59,000	0.33	B
E of Mountain View Road	47,100	59,000	0.80	D
E of Edom Hill Road	42,900	59,000	0.73	D
S of Varner Road	39,200	59,000	0.66	D
S of Valley Center Boulevard	55,900	59,000	0.95	E
N of Vista Chino	79,500	59,000	1.35	F
S of Vista Chino	40,600	59,000	0.69	D
N of 30th Avenue	39,500	59,000	0.67	D
S of 30th Avenue	33,500	59,000	0.57	C
N of Ramon Road	33,800	59,000	0.57	C
S of Ramon Road	33,600	59,000	0.57	C
N of Dinah Shore Drive	32,800	59,000	0.56	C
S of Dinah Shore Drive	37,200	59,000	0.63	C
N of Gerald Ford Drive	33,300	59,000	0.56	C
N of Perez Road	39,800	59,000	0.67	D
S of Perez Road	33,000	59,000	0.56	C
N of East Palm Canyon Drive	33,000	59,000	0.56	C
S of East Palm Canyon Drive	14,000	18,000	0.78	D

**Table III-7 (continued)**  
**General Plan Buildout Traffic Impact Analysis**

<b>Roadway Link</b>	<b>Buildout ADT</b>	<b>Daily Capacity<sup>a</sup> (Veh./Day)</b>	<b>V/Cb Ratio</b>	<b>Level of Service</b>
<b>Da Vall Drive</b>				
S of Varner Road	22,900	38,000	0.60	C
N of Interstate-10	51,400	59,000	0.87	E
S of Interstate-10	49,300	59,000	0.84	E
N of 30th Avenue	40,600	59,000	0.69	D
S of 30th Avenue	22,200	38,000	0.58	C
N of Ramon Road	24,300	38,000	0.64	D
S of Ramon Road	23,000	38,000	0.61	C
S of Dinah Shore Drive	26,200	38,000	0.69	D
S of Gerald Ford Drive	31,300	38,000	0.82	E
<b>Vista Chino</b>				
E of City Limit	37,300	59,000	0.63	C
W of Landau Boulevard	32,800	59,000	0.56	C
W of Date Palm Drive	54,600	59,000	0.93	E
E of Date Palm Drive	9,600	38,000	0.25	A
W of Da Vall Drive	11,300	38,000	0.30	B
<b>30th Avenue</b>				
W of Date Palm Drive	15,000	30,000	0.50	B
E of Date Palm Drive	23,100	30,000	0.77	D
W of Da Vall Drive	24,400	30,000	0.81	D
<b>Ramon Road</b>				
W of Landau Boulevard	59,100	59,000	1.00	F
W of Cathedral Canyon Drive	47,100	59,000	0.80	D
W of Date Palm Drive	49,900	59,000	0.85	E
E of Date Palm Drive	41,800	59,000	0.71	D
W of Da Vall Drive	42,100	59,000	0.71	D
E of Da Vall Drive	45,800	59,000	0.78	D
<b>Tachevah Drive</b>				
E of Date Palm Drive	1,700	30,000	0.06	A
E of Santoro Drive	1,700	30,000	0.06	A
<b>Santoro Drive</b>				
S of 30th Avenue	18,200	30,000	0.61	C
N of Ramon Road	11,800	30,000	0.39	B
<b>Landau Boulevard</b>				
N of Vista Chino	14,000	38,000	0.37	B
S of Vista Chino	6,300	38,000	0.17	A
N of 30th Avenue	9,100	38,000	0.24	A
S of 30th Avenue	11,700	38,000	0.31	B
N of Ramon Road	12,300	38,000	0.32	B

**Table III-7 (continued)**  
**General Plan Buildout Traffic Impact Analysis**

<b>Roadway Link</b>	<b>Buildout ADT</b>	<b>Daily Capacity<sup>a</sup> (Veh./Day)</b>	<b>V/Cb Ratio</b>	<b>Level of Service</b>
<b>Cathedral Canyon Drive</b>				
S of Ramon Road	15,200	30,000	0.51	C
N of Dinah Shore Drive	9,000	30,000	0.30	A
S of Dinah Shore Drive	10,600	30,000	0.35	B
N of Perez Road	9,100	30,000	0.30	A
S of East Palm Canyon Drive	7,200	30,000	0.24	A
<b>Dinah Shore Drive</b>				
W of Cathedral Canyon Drive	34,500	38,000	0.91	E
W of Date Palm Drive	31,100	38,000	0.82	E
E of Date Palm Drive	27,800	38,000	0.73	D
W of Da Vall Drive	31,800	38,000	0.84	E
E of Da Vall Drive	22,700	38,000	0.60	C
<b>Gerald Ford Drive</b>				
E of Date Palm Drive	22,500	38,000	0.59	C
W of Da Vall Drive	23,600	38,000	0.62	C
E of Da Vall Drive	21,400	38,000	0.56	C
<b>Perez Road</b>				
N of East Palm Canyon Drive	15,600	38,000	0.44	B
W of Cathedral Canyon Drive	18,300	38,000	0.48	C
W of Date Palm Drive	19,100	38,000	0.50	C
<b>East Palm Canyon Drive</b>				
W of Perez Road	51,700	59,000	0.88	E
E of Perez Road	38,300	59,000	0.65	D
W of Cathedral Canyon Drive	36,600	59,000	0.62	C
E of Cathedral Canyon Drive	35,900	38,000	0.94	E
W of Date Palm Drive	36,300	38,000	0.96	E
E of Date Palm Drive	64,100	59,000	1.09	F
<b>D Street</b>				
E of Cathedral Canyon Drive	6,700	18,000	0.37	B
W of Date Palm Drive	9,100	18,000	0.51	C
<b>Frank Sinatra Drive</b>				
E of East Palm Canyon Drive	15,100	38,000	0.40	B
E of Da Vall Drive	27,000	38,000	0.71	D

<sup>a</sup> These values represent the master planned capacity (upper limit of LOS E) shown in the table entitled "Level-of-Service Volumes/Capacity Values for Various Roadway Classifications."

<sup>b</sup> These values were calculated using the capacity at the upper limit of LOS E.

Source: Table 4-1, "Cathedral City General Plan Update, Traffic Background Study," Endo Engineering, January 2002.

**Exhibit III-5**  
**General Plan Buildout Daily Traffic Projections**  
**(See Endo General Plan Traffic Report, Figure 4-2)**

### **Roadway Classifications**

To adequately serve projected traffic volumes at General Plan buildout, a roadway classification system has been developed for the planning area. Each major roadway within the study area has been assigned a specific design classification, based on existing and projected traffic demands generated by buildout of the General Plan. Anticipated future traffic volumes and overall community design goals set forth in the General Plan have been used to establish the need for and appropriateness of each roadway classification. The classification plan is illustrated in Exhibit III-6. Each classification corresponds with the street cross-sections illustrated previously in this element. Certain refinements may be required when securing right-of-way and constructing improvements at specific locations.

The roadway classification plan includes several improvements to the City's circulation system, including: 1) a new interchange at Interstate-10 and Da Vall Drive, which is expected to divert a significant amount of traffic from Date Palm Drive and Gene Autry Trail/Palm Drive onto Da Vall Drive, 2) the construction of a grade separated crossing of the Union Pacific Railroad along Da Vall Drive to maximize safety and minimize traffic delays, 3) the extension/improvement of Da Vall Drive, between 30th Avenue and Valley Center Boulevard, as an arterial highway to better serve future development and reduce future traffic volumes at the I-10/Date Palm Drive interchange, 4) the addition of D Street as a collector between Cathedral Canyon Drive and East Palm Canyon Drive, 5) the designation of Special Study Zones along Date Palm Drive and Da Vall Drive, in the vicinity of Interstate-10, where capacity augmentation may be required.

### **Intersection Enhancements**

While the General Plan analysis focuses on the capacity and operation of roadway segments, the most influential controlling factors of the roadway system are found at intersections. Intersections are generally the most critical and constrained locations within the local street network and the ultimate arbiters of capacity. Detailed analysis and recommendations regarding intersection improvements are generally outside the realm of General Plan analysis. Major arterial intersections should be evaluated and prioritized for detailed analysis and future development planning and enhancement to assure that these system components facilitate the safe and efficient movement of traffic.

**Exhibit III-6**  
**Buildout Roadway Classifications Map**  
**(See Endo General Plan Traffic Report, Figure 4-5)**

## ISSUES OF SPECIAL CONCERN

There are several areas of special concern above and beyond those of increased traffic and future capacity needs, including the adequacy of planned roadway improvements in adjoining jurisdictions, the need for additional rights-of-way for future improvements, the adequacy of facilities for pedestrians and bicycles, and other issues. Each of these areas is briefly discussed below. Special Study Zones are assigned along several roadway segments to address the need for additional capacity augmentation features in the future.

### Areas of Potential System Failure

The General Plan is the result of an extensive effort to provide a balance of land uses and public services that enhance the City's residential and employment opportunities, and commercial and institutional services, while also assuring a high quality of life for City residents. Despite these efforts, physical and political circumstances beyond the City's control still result in a few areas where the future transportation system may prove inadequate to meet projected demand. These areas, where levels-of-service are generally projected to reach LOS E or LOS F, are briefly discussed below.

Segments Projected to Operate at LOS E at Buildout: As described in Table III-7, above, thirteen roadway segments in the planning area are projected to operate at LOS E upon General Plan buildout, including the following:

- Da Vall Drive, south of Interstate-10 (V/C ratio = 0.84)
- Da Vall Drive, north of Interstate-10 (V/C ratio = 0.87)
- Da Vall Drive, south of Gerald Ford Drive (V/C ratio = 0.82)
- Valley Center Boulevard, west of Date Palm Drive (V/C ratio = 0.85)
- Vista Chino, west of Date Palm Drive (V/C ratio = 0.93)
- Ramon Road, west of Date Palm Drive (V/C ratio = 0.85)
- Date Palm Drive, south of Valley Center Boulevard (V/C ratio = 0.95)
- Dinah Shore Drive, west of Cathedral Canyon Drive (V/C ratio = 0.91)
- Dinah Shore Drive, west of Date Palm Drive (V/C ratio = 0.82)
- Dinah Shore Drive, west of Da Vall Drive (V/C ratio = 0.84)
- East Palm Canyon Drive, west of Perez Road (V/C ratio = 0.88)
- East Palm Canyon Drive, east of Cathedral Canyon Drive (V/C ratio = 0.94)
- East Palm Canyon Drive, west of Date Palm Drive (V/C ratio = 0.96)

Although the delays associated with LOS E exceed desirable levels for design purposes, these roadways will still operate within their physical capacity. The amount of delay experienced by a motorist is primarily determined by turning movements at intersections. Typically, roadway segments, which are projected to operate at LOS E on a daily basis, can be adequately mitigated by providing additional turning lanes at intersections. The preservation of sufficient right-of-way along these segments is critical to the future construction of such improvements. Any mitigation should be based on a detailed analysis of the operation of intersections nearest these roadway segments.

Segments Projected to Operate at LOS F at Buildout: The following four roadway links are projected to operate at LOS F at buildout of the General Plan:

- Ramon Road, west of Landau Boulevard (V/C ratio = 1.00)
- Palm Drive, south of Date Palm Drive (V/C ratio = 1.22)
- Date Palm Drive, north of Vista Chino (V/C ratio = 1.35)
- East Palm Canyon Drive, east of Date Palm Drive (V/C ratio = 1.09)

Where roadway links are projected to operate at LOS F, the construction of additional through lanes and/or approach lanes is usually required to adequately reduce delays or provide alternative parallel routes. The preservation of sufficient right-of-way along these segments and at nearby intersections is critical to allow physical space for future improvements.

#### Interstate-10 Interchanges

A significant portion of buildout traffic in the planning area will utilize Interstate-10. The only existing I-10 interchange providing direct access to the City is located at Date Palm Drive, and buildout traffic projections are nearly twice the master planned roadway capacity for Date Palm Drive. To accommodate future traffic volumes in this vicinity, a second freeway interchange is proposed at the extension of Da Vall Drive. Such an interchange would effectively reduce future traffic volumes on Date Palm Drive. However, between Vista Chino and Valley Center Boulevard, Date Palm and Da Vall Drives are still expected to operate at LOS E or F on a daily basis. Additional capacity enhancements still will be necessary to assure acceptable levels-of-service at these gateways to Cathedral City. Therefore, Date Palm and Da Vall Drives, from Vista Chino to Valley Center Boulevard, are designated “Special Study Zones.” Such a designation is intended to insure that the roadway segments are designed and improved to provide additional capacity in the future. Specific design and development enhancements should be able to improve both the V/C ratio and LOS and help relieve projected congestion on these roadway segments.

#### East Palm Canyon Drive

The buildout traffic projections suggest that capacity constraints may occur on East Palm Canyon Drive, east of Cathedral Canyon Drive to the city limits. However, the 1998 traffic impact analysis prepared for the Downtown Precise Plan includes a detailed peak hour evaluation that demonstrates that the intersections would operate at acceptable levels-of-service. While the assumptions used for the Precise Plan study were not identical to those used for this General Plan traffic analysis, they were quite similar, and future daily traffic projections were consistent for both projects. Access along East Palm Canyon Drive at the easterly city limit is physically constrained by the Whitewater River and Santa Rosa Mountains. Should delays along East Palm Canyon Drive become excessive in the future, the Mid-Valley Parkway can function as a parallel bypass by carrying traffic around the Downtown area.

#### Ramon Road

The General Plan traffic analysis assumes Ramon Road ultimately would be improved to a six-lane arterial highway. However, the buildout data indicate that, west of Landau Boulevard, Ramon Road is projected to carry future daily traffic volumes that exceed the capacity of a six-lane cross section.



Additionally, the existing four-lane bridge over the Whitewater River Stormwater Channel may not be improved beyond six lanes in the foreseeable future, given the high costs of widening the bridge. Ramon Road's status as a Congestion Management Plan (CMP) roadway means that intersections along Ramon Road must operate at a minimum LOS E, and that future improvements can be funded by Transportation Uniform Mitigation Fees (TUMF). It is critical that adequate right-of-way at major intersections along Ramon Road be preserved, to the greatest extent possible, to accommodate future intersection improvements.

#### Mid-Valley Parkway

Due to right-of-way constraints along the Mid-Valley Parkway and the capacity constraints of its four-lane bridge across the Whitewater River Stormwater Channel, the General Plan traffic analysis assumes the parkway will be a four-lane facility throughout Cathedral City. Relatively moderate projected traffic volumes further suggest that the roadway may not need to be improved to a six-lane highway, as was originally proposed along certain segments. Compared to buildout of the previous General Plan, buildout of this General Plan will actually reduce travel demands along the parkway in Cathedral City by 7,300 vehicles per day, thereby providing additional capacity along the parkway to accommodate through traffic from Ramon Road and East Palm Canyon Drive. However, if the parkway remains four lanes, three of the five links through Cathedral City are projected to operate at LOS E on a daily basis.

#### **Pedestrian Circulation**

The General Plan and associated documents support planning which allows and enhances access to commercial services and places of employment and recreation without the essential use of motorized vehicles. In this regard, pedestrian and other non-motorized circulation is encouraged in the City wherever possible. Master planning the provision of sidewalks, bike lanes and off-street trails is especially important along major roadways in the community. Development that occurred prior to the City's incorporation includes areas where sidewalks are non-existent or discontinuous, limiting their usefulness as safe alternatives to vehicle travel. When considering future development, pedestrian and bicycle accommodation and safety should be given emphasis equal to that currently given to automobile access. While off-street trails are addressed in greater detail in the Parks and Recreation Element of the General Plan, the City should take advantage of the Coachella Valley Association of Governments' non-motorized transit planning, and the effort of trails groups Valley-wide currently under way, to plan for future trails.

#### **Securing Future Right-of-Way**

As cited above, development permitted prior to City incorporation did not always result in secured right-of-way adequate to meet future roadway and/or intersection needs. The City has generally been able to secure right-of-way from new development that has been needed to provide full-width mid-block roadway improvements, and additional right-of-way along major arterials designated as scenic corridors has also been secured.

Given the substantial traffic volumes projected at buildout of the General Plan, there will be an equally substantial need for expanded intersection improvements throughout the City. This circumstance will require that additional right-of-way be secured to provide for additional turning and through lanes. The greatest demand for additional right-of-way will be at future critical intersections, where dual left turn lanes and dedicated right turn lanes will be needed.

The City should initiate a detailed roadway and intersection analysis, as well as a prioritizing process to secure additional right-of-way where needed.

### **Parking and Access Facilities**

Issues associated with adequate parking and access have been most prominent along East Palm Canyon Drive and other locations where older development exists. Many of these parking and access issues have been addressed with the development and implementation of the Downtown Precise Plan. Similar planning efforts are addressing these types of issues along Ramon Road. However, access issues still exist along such major roadways as Cathedral Canyon Drive, where extensive multi-family development and numerous driveways result in conflicting turning movements and associated hazards.

These lessons show that it is essential that new development, as well as projects undergoing redevelopment, be required to provide adequate on-site parking to meet demand and that parking lot ingress and egress be more thoughtfully controlled. Consolidation of parking lot entrances should be encouraged to minimize disruptions to traffic flow and facilitate the preservation of capacity, while still assuring vehicular and pedestrian safety.

### **Public Transportation**

Created in 1977, the Sunline Transit Agency provides public transit service within the City and the Coachella Valley, carrying about 3 million passengers per year in a service area of more than 360 square miles. The Sunline fleet consists of buses powered by compressed natural gas (CNG) and equipped with wheelchair lifts and bike racks. Five routes currently (2002) service the City: Lines 14, 23, 30, 31 and 111.

Line 30 provides service on Date Palm Drive and west on Ramon Road. Line 23 provides service to several Cathedral City schools and the Cathedral City Boys and Girls Club, as well as portions of Palm Springs. Line 14 provides indirect service to Cathedral City by connecting Desert Hot Springs and Palm Springs along Gene Autry Trail and Vista Chino.

Line 31 is a Thousand Palms to Cathedral City route, which extends west along Ramon Road, south along Cathedral Canyon Drive, and east along Dinah Shore Drive. It loops along a portion of Plumley Road, Landau Boulevard, Date Palm Drive, and back to Ramon Road.

Line 111 provides service along East Palm Canyon Drive and passes through the “downtown” redevelopment area. Sunline is required to have bus stops that comply with the federal Americans Disability Act (ADA). The company also provides “Sun Dial” service, which consists of a fleet of small buses that offer curb-to curb service from home to destination. The service is wheelchair accessible and must be requested at least 72-hours in advance.

### **Transportation Demand Management**

The urbanization of the Coachella Valley is expected to continue in the decades to come, and with continued growth, transportation demand and systems management will be necessary to preserve and increase available roadway capacity. Transportation Demand Management (TDM) requires the development and implementation of policies, plans and programs that result in the use of a wider range of transportation alternatives, including public transit and bicycles.

While an emphasis on alternative travel modes, such as carpooling, van pooling and mass transit will help, TDM can also include employee flex-time work schedules that reduce peak hour travel and associated traffic congestion. In response to state mandates, the Riverside County Transportation Commission (RCTC) prepared a regional Congestion Management Program, which required Cathedral City and other cities to prepare TDM ordinances or risk the loss of federal transportation funds. The City has adopted a TDM ordinance.

### **Railroad Facilities**

Rail freight service through the Coachella Valley is provided by the Union Pacific Railroad (UPRR), with freight transfer facilities located in Indio and Coachella. In addition, Amtrak service is available to Palm Springs and Indio on Union Pacific's line. These facilities carry between 30 and 40 trains per day, most of which are freight. Union Pacific is planning to add a full second track parallel to the existing one by 2003, and is projecting an associated 50%-70% increase in rail traffic.

The rail lines are designated as Centralized Track Control (CTC) facilities and include extensive electronic switching and communication facilities. Construction of drill spurs is possible to serve adjoining passenger or industrial uses and can range from \$55,000 to \$60,000 (1997). These costs do not include special engineering requirements associated with potential engineering constraints.

### **Palm Springs International Airport**

Primary air transportation for Cathedral City and the Coachella Valley is provided by the Palm Springs International Airport, which is classified in the National Plan of Integrated Airport Systems (NPIAS) as a long-haul commercial service airport.

This airport is capable of supporting non-stop commercial service to destinations over 1,500 miles away and is classified as a small hub air passenger airport, based upon the percentage of national airline enplanements it supports. Since 1972, airport services have increased from 143,809 passenger enplanements to 486,644 in 1994. In 1998, the number of enplanements reached 629,473, and deplanements totaled 628,068. For all of 1998, the number of passengers arriving and departing the airport totaled 1,256,541.

Major destination cities include San Francisco, Chicago, Seattle and New York. Major carriers include Alaska, American, Skywest/United Express, and others. Commercial traffic is clearly seasonal, with the peak season being the January-February-March period and the slowest period occurring during the summer months. Commercial and passenger operations are expected to continue to grow. The number of passenger enplanements is projected to reach approximately 809,256 by the year 2015. However, considering the tremendous growth the airport has experienced in recent years, this projection appears to be very conservative.

### **Major Utility Corridors**

Major corridors and easements for the transport of natural gas, electricity, communications, domestic water and sewerage, and storm drainage are also important components of the Circulation Element. Generally, the need for utility corridors is met through the provision of easements in or adjacent to City streets and along common lot lines.

Major electricity, natural gas and petroleum product transmission corridors have been established prior to incorporation of the City and are generally located north of Interstate-10. Future land use planning, including the development of subdivisions and the processing of development applications, will require coordination between the City, developers, utility companies, and other service providers to assure the availability and provision of easements and rights-of-way for the extension of roads, utility lines, and public services (also see Public Utilities Element).

### **Bicycle Facilities**

As discussed above, the City currently (2002) has only a partially integrated system of sidewalks, bicycle lanes, and multi-use trails within roadway designs and rights-of-way. While the General Plan does not include an adopted master plan for trails and bikepaths for non-motorized vehicles, proposed facilities are set forth in the CVAG “Non Motorized Transportation Element (1995),” and currently being updated, which may serve as the basis for further master planning of these facilities in the City. Carefully planned alternative transportation corridors (sidewalks, bike lanes, and multi-purpose trails) will enhance and give greater opportunity to the use of alternative modes of transportation and will help the community meet its goal of implementing the Ahwahnee Principles.

Future bike routes should be planned to provide safe routes for intra-City bicycle traffic and should be clearly marked and striped. Where possible, they should be designed as one-way bike routes, which flow in the same direction as adjacent automobile traffic. Combination sidewalks/bikeways require an eight-foot width. These multi-use trails will also serve as links to recreational facilities throughout the community.

### **FUTURE DIRECTIONS**

As a whole, the General Plan policy document, transportation technical report, Program EIR, and Community Profile provide direction for the future planning of the City’s roadway and circulation system. Areas of special concern have been identified and are further addressed in the General Plan Program EIR and traffic impact report. The above cited “Special Study Zones” and other areas of future focused analysis should be initiated as soon as is reasonably possible.

In addition to focused studies, the City should also continue to monitor and review land use trends and changes in traffic volumes and patterns. Periodic adjustments to planning and program implementation should be made by utilizing roadway improvement and maintenance management programs, regularly monitoring traffic on major roadways, and conducting ongoing inventories of current traffic and circulation patterns. Formal traffic monitoring should be conducted, at a minimum, once every two years.

The City should also pursue on-going coordination with State, regional and local agencies, which have shared jurisdiction over the state highways in the community. Through the implementation of this Element and involvement with regional, state and federal regulators, the City will progressively alleviate current problems and avoid future system inadequacies.

## **GOALS, POLICIES AND PROGRAMS**

### **Goal 1**

An intra- and inter-city transportation system that provides for the safe, efficient and cost-effective movement of people and goods, and enhances commerce and the overall economic well-being of the entire community.

### **Goal 2**

A City-wide and neighborhood-specific transportation system that is responsive to, and which implements the Ahwahnee Principles of community design, through land use and transportation planning, to the greatest extent feasible.

### **Policy 1**

The City circulation system shall be planned and developed to assure the provision of safe and efficient vehicular, pedestrian and bicycle access to all parts of the community, effectively linking residents and visitors to the full range of residential, employment, shopping, and recreational land uses.

### **Program 1.A**

The City shall establish a schedule by which to study and evaluate “Special Study Zones” identified in the General Plan, to assure that these areas are appropriately designed and improvement funding is planned to include projected impacts.

**Responsible Agency:** Planning Department, Engineering, Transportation Commission, Planning Commission, City Council

**Schedule:** 2002, On-going

### **Program 1.B**

The Public Works Department shall establish and implement a prioritized roadway and intersection study and analysis program to assure the provision of adequate future right-of-way and facilities at critical roadways and intersections. Said program may be incorporated into the five-year Capital Improvements Program, which should be reviewed and amended, as necessary, annually.

**Responsible Agency:** Planning Department, Engineering, Transportation Commission, Planning Commission, City Council

**Schedule:** 2002, On-going

### **Policy 2**

Transit stops and pedestrian and bicycle paths should be sited in a manner which encourages the use of alternatives modes of transportation and provides safe, convenient access to commercial and employment centers, as well as institutional and recreational uses.

### **Program 2.A**

A planning and engineering project review checklist should be developed, which includes all major aspects of the Ahwahnee Principles, as well as other applicable principles of neo-

traditional planning, to be used in reviewing development proposals in the City and on adjoining lands of interest to the community.

**Responsible Agency:** Planning Department, Engineering, Transportation Commission

**Schedule:** 2002, On-going

### **Policy 3**

Current and future City roadway networks shall make every effort to assure minimum operating standards that do not exceed Level-of-Service (LOS) “E” (as set forth in the General Plan Traffic Report) along roadway segments and at intersections during peak hours of traffic.

### **Program 3.A**

The City General Plan and its supporting documents shall include a master circulation plan that provides and assigns standards for ultimate roadway widths for improvements and rights-of-way. The master circulation plan shall be periodically reviewed to assure that adopted standards and assignments are consistent with actual and projected traffic volumes.

**Responsible Agency:** Planning Department, Engineering, Transportation Commission

**Schedule:** 2002, On-going

### **Program 3.B**

Certain roadway segments projected to operate at LOS E at General Plan buildout, and the major intersections associated with them, are hereby designated as “Special Study Zones” to facilitate the detailed analysis of intersection turning movements and to preclude otherwise unacceptable traffic impacts.

**Responsible Agency:** Planning Department, Engineering, Transportation Commission

**Schedule:** Immediately, On-going

### **Program 3.C**

“Special Study Zone” designations are hereby applied to the following roadway segments to facilitate focused analysis so that facilities are improved to provide additional capacity in the future: Date Palm Drive and Da Vall Drive, from Vista Chino to Valley Center Boulevard.

**Responsible Agency:** Planning Department, Engineering, Transportation Commission

**Schedule:** Immediately, On-going

### **Program 3.D**

The City shall develop and implement roadway improvement standards which limit direct access to arterial roadways and provide raised median islands, to the greatest extent practical, in order to maximize roadway capacity and limit turning movement conflicts.

**Responsible Agency:** Planning Department, Engineering, Transportation Commission

**Schedule:** 2002, On-going

### **Program 3.E**

The City shall coordinate with CalTrans, City of Rancho Mirage, CVAG and other interested parties in the planning, design, engineering and development of an Interstate-10 interchange with Da Vall Drive, extended.

**Responsible Agency:** Planning Department, Engineering, Transportation Commission, Cathedral City Planning Commission and City Council, CalTrans, Rancho Mirage City Council

**Schedule:** 2002, On-going

#### **Policy 4**

Given the programmatic nature of the General Plan traffic analysis, development proposals which may generate traffic volumes or associated impacts beyond the scope of the General Plan analysis should be required to conduct project-specific traffic studies to assure that project impacts are adequately mitigated.

#### **Program 4.A**

City staff shall analyze development proposals to determine the potential of the project to adversely impact mid-block segments or intersections of the road network. Development impacts shall be identified, and fair-share mitigation shall be established and incorporated into the conditions of approval.

**Responsible Agency:** Planning Department, Engineering, Transportation Commission, Planning Commission, City Council

**Schedule:** On-going

#### **Policy 5**

Mixed use and other integrated development plans may propose the construction of public and/or private streets that conform with the Ahwahnee or Neo-Traditional design principles, assuming sufficient technical support to argue for their safe and efficient use is provided, and the concerns of all public service and protection providers are satisfied.

#### **Program 5.A**

The City shall encourage developers to explore alternative designs of streets and other transportation facilities by providing, as appropriate, information on Neo-Traditional design concepts and standards that may meet basic performance and safety needs, while still being responsive to the Ahwahnee Principles.

**Responsible Agency:** Planning Department, Engineering, Transportation Commission, Planning Commission, City Council

**Schedule:** 2002, On-going

#### **Policy 6**

In order to preserve the capacity of the City's major roadways and assure a safe and economical circulation system, development proposed along arterial roadways shall be designed to limit access to these arterials to the minimum needed to effectively serve the development.

#### **Policy 7**

The City shall develop and maintain a master trails plan that guides the securing of right-of-way, improvements, and development fees and provides a comprehensive trails system that interconnects with trails of adjoining jurisdictions and regional trail systems.

#### **Program 7.A**

The City shall develop a master plan of public bicycle, hiking and equestrian trails, which identifies functional and recreational land uses, attracts the use of alternative modes of transportation, and assures safe and efficient connections to City-wide and regional trail systems.

**Responsible Agency:** Planning Department, Engineering, Transportation Commission, Planning Commission, City Council

**Schedule:** 2002-03

# ***HOUSING ELEMENT***

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The Housing Element addresses the housing characteristics and needs of the City, including but not limited to, a description of existing housing types, condition of existing units, overcrowding, overpayment, homelessness, and the demand for affordable housing in the area.

California Government Code requires that every City and County prepare a Housing Element as part of its General Plan. In addition, State law contains specific requirements for the preparation and content of Housing Elements. According to Article 10.6, Section 65580, the Legislature has found that:

- (1) The availability of housing is of vital statewide importance, and the early attainment of decent housing and a suitable living environment for every California family is a priority of the highest order.
- (2) The early attainment of this goal requires the cooperative participation of government and the private sector in an effort to expand housing opportunities and accommodate the housing needs of Californians of all economic levels.
- (3) The provision of housing affordable to low and moderate income households requires the cooperation of all levels of government.
- (4) Local and state governments have a responsibility to use the powers vested in them to facilitate the improvement and development of housing to make adequate provision for the housing needs of all economic segments of the community.
- (5) The legislature recognizes that in carrying out this responsibility, each local government also has the responsibility to consider economic, environmental, and fiscal factors and community goals set forth in the General Plan and to cooperate with other local governments, and the state, in addressing regional housing needs. Section 65581 of the Government Code states that the intent of the Legislature in enacting these requirements is:
  - (a) To assure that local governments recognize their responsibilities in contributing to the attainment of the State housing goal.
  - (b) To assure that cities and counties prepare and implement housing elements which, along with federal and State programs, will move toward attainment of the State housing goal.
  - (c) To recognize that each locality is best capable of determining what efforts are required by it to contribute to the attainment of the State housing goal as well as regional housing needs.
  - (d) To ensure that each local government cooperates with other local governments to address regional housing needs.



Government Code Section 65583 outlines the required content of all housing elements including identification and analysis of existing and projected housing needs, and a statement of goals, policies, quantified objectives, and scheduled programs for the preservation, improvement, and development of housing. Specific requirements include the following:

- (1) An assessment of housing needs and an inventory of resources and constraints relevant to the meeting of these needs. The analysis should include population and employment trends; documentation of household characteristics; inventory of land suitable for residential development; governmental and other constraints to new housing development; analysis of any special housing needs and an assessment of existing affordable housing developments.
- (2) A program which sets forth a five-year schedule of actions the local government is undertaking or intends to undertake to implement the policies and achieve the objectives of the housing element in order to meet the housing needs of all economic segments of the community.

For purposes of this Housing Element, the term “previous planning period” is defined as the period from 1990 through 1999.

### **PREVIOUS HOUSING ELEMENT EVALUATION**

The existing Housing Element contains policies and programs that encourage a balanced range of housing, available to all income levels and household compositions in quantities sufficient to meet the needs of the area by:



**Casa Victoria**

- adding 3,240 units to the housing stock at prices that are affordable to very low-, low- and moderate-income households.
- encouraging a variety of residential development that promotes the availability of housing to all segments of the community, recognizing such factors as: age, income, family size, single-person households and mobility.

The accomplishments of the City during the previous planning period are enumerated below.

- Program 1.1.1      The City will continue to work with private developers to encourage the inclusion of affordable housing within new housing projects.
- Market conditions have resulted in most housing built in Cathedral City being affordable to low and moderate income households. The City does not mandate the inclusion of affordable housing but continues to negotiate with builders for voluntary inclusion of restricted units within new developments. Of the 4,191 units built since the adoption of the last Housing Element in 1990, 1,266 units have been constructed which have affordable housing restrictions. The RHNA for the previous planning period for the City totalled 5,431 units for the period from 1989 to 1994. Clearly, the SCAG growth estimates prepared in 1989 over-estimated the potential growth in the City.
- Program 1.1.2      Modular homes will continue to be permitted in single family zoning; design review and innovative site planning will be used to ensure aesthetic and architectural compatibility with surrounding uses.
- One modular house and 12 prototypical panelized construction homes have been built during the previous planning period. The relatively low cost of wood frame construction has kept modular home construction out of the city, however, the modular homes are allowable in all residential zones. Steel frame construction of single family homes, has also become more common and may be a practical alternative to wood framing should lumber prices rise substantially.
- Program 1.1.3      The City and Redevelopment Agency will pursue opportunities to include prototype higher-density housing in conjunction with redevelopment of the Highway 111 commercial corridor.
- This program has been implemented through the Downtown precise plan and higher density housing plans are in the planning stages. This includes memorandums of understanding for projects with the Desert Cloisters project, the Mercy housing project, and the Arbor project. All three propose high density housing within the Downtown Precise Plan area.

- Program 1.1.4      The Planning Department will use the Geo-base data program to conduct an annual survey to identify potential and appropriate sites for low-income housing projects and maintain an inventory based on the findings.
- This function has been provided alternatively by the City's Property Acquisition Specialist. The RDA now has acquired an inventory of about 45 single family building sites and seven acres of multifamily land. In addition, the City has developed a database of affordable housing throughout the City.
- Program 1.1.5      The City shall develop incentives and programs for the development of at least 648 affordable units annually.
- Such incentives and programs have proven unnecessary in the current market where home prices are affordable to low and moderate income families; however, given the city's average annual production of 238 homes over the past eight years, the programs requirement for producing 648 affordable units was not realistic. The market would not have supported such a construction rate. Alternatively, the city has concentrated its efforts on the creation very low-income units. During the last planning period, 376 very low income units were created and another 89 have been approved for construction. Altogether, the City has assisted 1,266 very low and low income households.
- Program 1.1.6      The City's Building and Planning Divisions will develop criteria to allow for reduced floor area requirements for units reserved for very low income families and low income seniors.
- This program has been effectively implemented through the zoning ordinance.
- Program 1.1.7      The Department of Community Development (Planning Division) will undertake a full review of the City's General Plan in order to insure that it meets the City's current identified housing and other needs by December 1991.
- The review of the General Plan has been repeatedly delayed due to changes in planning staff and lack of resources. However, the General Plan is currently (2000) under review, and is expected to be adopted in 2002.

Program 1.1.8      The Department of Community Development (Planning Division) will recommend changes in zoning, if it should be demonstrated that a sufficient quantity of appropriately zoned land is not available for the production of lower-income housing as projected in the housing element.

This program has proven to be unnecessary given market conditions since its adoption. Please see the discussion on market housing on page 21.

Policy 1.2           Promote housing assistance and affordable housing to accommodate families and individuals disadvantaged in the housing market, and provide incentives to stimulate the production of low-very low-and moderate-income housing

This policy has been effectively implemented through several Redevelopment Agency housing assistance programs which utilize housing set-aside funds to leverage other State and federal sources of housing assistance. These include Casa San Miguel, Casa Victoria, and Cathedral Palms.

Program 1.2.1      The City Department of Community Development (Planning Division) will review the existing Density Bonus Program and recommend changes that will assure its use to encourage the production of lower-income housing units in conformance with State and Federal laws. Target date for adoption of modifications: December, 1990.

Changes to the Bonus Density Program proved unnecessary given the market conditions for housing in the areas covered by the overlay. The City has adopted a Home Ownership Housing Overlay that applies to some of the same areas covered by the density plan and has been effective in converting distressed rental units to affordable single family homes.

Program 1.2.2      Annually study and evaluate Federal, State and local financing options which are appropriate for the community, and which will help to subsidize and encourage low-income housing productions.

These evaluations are completed at least annually by the housing Office of the Redevelopment Agency.

Program 1.2.3 Utilize Housing Specialist and Redevelopment Agency Staff to study, develop and promote innovative programs for financing home construction and ownership for low-income households (Self-Help Program).

This program has been effectively implemented.

Program 1.2.4 Study possibilities and alternatives for mitigation of escalating land costs which constrain low-income housing afford ability. (Density bonuses, mixed use.)

Land costs have declined greatly since the adoption of this program and mitigation has proven unnecessary.

Program 1.2.5 Money in the Redevelopment Agency's Low and Moderate Income Housing Fund will not be allowed to accumulate excessively but will be utilized, as appropriate, in the following ways: (a) the purchase of properties that are problematic or which may not be developable for some time, to be land banked for future low-income housing projects; (b) joint venturing with both public and private entities to develop low-income housing; (c) rehabilitation of substandard, unsafe or unhealthful low-income housing projects, (d) other programs that will stimulate the supply of low-income housing.

This program has been effectively implemented through programs and annual budgeting of the Redevelopment Agency Housing set aside funds.

Program 1.2.6 Allow and encourage development of public assisted housing where appropriate and compatible with the existing uses. Continue cooperation on housing projects with the Riverside County Housing Authority and other County, State and Federal agencies.

The city has participated in the planning and financing of several publicly assisted housing projects/programs since adoption of this ordinance and continues to work cooperatively with public and private affordable housing groups. These include Casa San Miguel, Casa Victoria, and Cathedral Palms.

Program 1.2.8 Study the feasibility of initiating an affordable housing fund to be financed by mitigation fees collected from developers. Fees may be based on jobs generated per square foot of commercial construction, the cost of a new residential unit and the subsidy required to make those units affordable to low- and moderate-income households.

Not implemented. The market-based supply of affordable low and moderate income housing has kept pace and exceeded the demand stimulated by new commercial construction.

Program 1.2.9      The City Redevelopment Agency will continue negotiations with the Housing Authority of Riverside County for a joint-venture project that will endeavor to produce 500 low and moderate income housing units by 1995.

Not implemented. The Housing Authority is now reducing its investment in Agency-owned housing. Previously anticipated funding sources are not available.

Policy 2.1          The City will provide assistance and incentives to the rehabilitation of existing housing units that are substandard, unsafe or unhealthful, or units that are in eminent danger of so becoming.

The City's RDA has several programs including the Community Home Improvement Program (CHIP), and the Sewer Hook-up Assistance Program (SHARP), that provide financial assistance to lower income homeowners for making essential repairs/improvements to their dwellings. The Agency substantially rehabilitated the Cathedral Palms project into senior studio apartments, assisted in the conversion of 16 duplexes into 32 single family homes, and implemented a development agreement which resulted in the relocation of 4 dwelling units in the Whitewater neighborhood.

Program 2.1.1      Develop a program to identify and monitor areas of substandard housing units on the condition of these areas and units, using Building Department records, Code Enforcement reports and on-site inspection.

The City has identified three neighborhoods with a high incidence of substandard or at risk housing (Downtown, Whitewater, and Dream Homes), and continues to monitor conditions while developing programs to improve these areas.

Program 2.1.2      Actively utilize information from the 1989 CVAG Regional Housing Needs Analysis, the forthcoming 1990 U.S. Census report, and City Code Enforcement activities to develop strategies for improvement of substandard housing conditions.

A formal strategy was not implemented. However, the data sources cited in the Program are utilized regularly by the Office of Housing Assistance in considering the needs of the community, and how proposed projects will satisfy those needs.

- Program 2.1.3      Future condominium conversion or conversion to other uses shall be reviewed to determine that it does not adversely impact the rental market.
- This was accomplished in conjunction with the Duplex Conversion Program. No other such conversions have been proposed since adoption of the program.
- Program 2.1.4      Develop tools and programs that will motivate landlords to repair and maintain substandard units.
- The City has implemented several improvement programs, including the “Paint the Town” program, Code Enforcement assistance program, and the Bank of America Title 1 program, which provides subsidized loans for residential improvements throughout the City.
- Program 2.1.5      Utilize the AB 1448 amendment to the California Health and Safety Code, when necessary, to accomplish the rehabilitation of unsafe or unhealthful units.
- Not implemented, but may still be considered in conjunction with 2.1.1 (above).
- Program 2.1.6      Staff will work with other community organizations to disseminate information on programs that assist with housing maintenance and rehabilitation for special needs groups (i.e., seniors, handicapped, low-income households, etc.).
- This program has been effectively implemented through the Office of Housing Assistance. The Agency currently administers four programs geared toward maintenance and rehabilitation of existing homes for special needs groups. In addition, the Office of Housing Assistance coordinates the Senior Home Repair Program operated by the County of Riverside. Information for all programs is disseminated through the regional network of housing agencies and non-profits as well as the City's Office of Housing Assistance.
- Policy 3.1            The City will seek to assist those persons with special housing needs.
- The City's Office of Housing Assistance (OHA) assists those with special housing needs through referrals, advice or personal consultation. The staff is bi-lingual.

- Program 3.1.1      Establish a plan by which to identify and contact households with special needs (i.e., handicapped, homeless, overcrowded, poor, elderly, overpaying, etc.).
- The OHA works with television and print media as well as direct mail, police, fire, code enforcement and other City staff, County staff, non-profit organizations such as Catholic Charities, the Desert AIDS Project, the Coachella Valley Association of Governments, the Coachella Valley Housing Coalition, the Riverside County Economic Development Agency, Episcopal Community Service, Jewish Family Services, ACCESS, Office on Aging and others.
- Program 3.1.2      Provide direct one-to-one assistance to identified special needs households in advising them of programs which can assist their situation.
- The Office of Housing Assistance provides this counseling as needed.
- Program 3.1.2      Work in close conjunction with CVAG, the Riverside Housing Authority and Coachella Valley Housing coalition to assess and meet the needs of families disadvantaged in the housing market.
- The OHA works closely with these and other housing assistance agencies in the region.
- Program 3.1.4      Review, and if necessary, amend the zoning ordinance to permit the operation of emergency shelters in specified locations of the City. Identify potential locations for emergency shelters.
- The City's zoning ordinance permits emergency shelters in virtually any location subject to Conditional Use Permit approval. One shelter has been approved and is operating successfully. Transitional Housing by Episcopal Community Services has opened 22 beds, and will add 32 this year.
- Program 3.1.5      The City will annually provide a portion of CDBG and/or Redevelopment Set-aside funds for local and regional programs that provide emergency shelter and support services to the homeless of Cathedral City. Preference will be shown for programs that provide access to a full range of support services for the homeless, as well as emergency housing.
- Casa San Miguel was developed using a number of different funding sources, including CDBG.
- Program 3.1.6      The City Housing Specialist will work with the Public Safety and Police Departments and other regional and local organizations to insure that homeless persons and families are aware of and have access to appropriate shelter and assistance.
- This is being done as needed.



- Program 3.1.7      The City Housing Specialist will monitor and promote equal housing opportunity by publicizing the City's programs and efforts to eliminate discrimination in housing.
- Effectively implemented.
- Program 3.1.8      The City will continue to maintain a dual-language capacity at City Hall and especially in Departments where a high percentage of daily personal contacts may be expected to be with non-English speaking persons.
- Effectively implemented
- Policy 4.1          Maintain records and collect data during the year to be included in the annual planning report to Planning Commission.
- Effectively implemented by the RDA Housing and the Planning Division through the annual report.
- Program 4.1.1      Continue participation with and monitoring of CVAG regional housing programs and data collection, as well as other County, State and Federal programs
- Effectively implemented by the RDA Housing Specialist.
- Program 4.1.2      Augment outside data with data based on City information and records.
- The Housing Division maintains all local data which fulfills this program
- Program 4.1.3      Establish a site-specific list of problem housing units and areas, with periodic updates on deterioration or improvement.
- This was started with the Housing Inspector position and the Downtown Housing survey in 1996, plus the Focus 2001 program in the Whitewater neighborhood.
- Program 4.1.4      Continue contact with other housing officials and specialists and workshops for Council, Planning Commission and Staff to update their awareness of housing programs and issues.
- The Housing Specialist makes periodic reports to Council regarding housing-related issues.
- Program 4.1.5      At the earliest possible time, incorporate new data from the 1990 U.S. Census into the information contained in this Housing Element.
- Statistical information derived from the Census was incorporated into the Housing Element document.

- Policy 5.1      Review all new residential developments to ensure compliance with Title 24 regulations.
- Implemented effectively through standard plan check procedures of the building division.
- Program 5.1.1      Review and if necessary, update building ordinance and related requirements and standards to reflect current situations and technology.
- The local building code is updated regularly to comply with the latest Uniform Building Code.
- Program 5.1.2      Ensure that the Planning Division will continue the Circulation Element reflects efficient transportation planning (sic.).
- Effectively implemented by the Planning Division through regular review of the General Plan, Specific Planning and project development review.
- Program 5.2      Support efforts by the private sector to utilize energy efficient site and building design.
- Effectively implemented by the Agency and the Planning Division through project development review.
- Program 5.2.1      Provide for flexibility in planning processes and subdivision designs to allow for innovative site and building design.
- Effectively implemented through a variety of planning tools including Specific Plans and Planned Unit Development permits through the Planning Division and the development review process.
- Program 5.3      Inform the public of various tax incentive programs for residential developments that utilize passive efficient site and building design.
- Not implemented
- Program 5.3.1      Utilize public information mechanisms, i.e., Redevelopment Agency or other City staff, Senior Centers, Chamber of Commerce, local contractors, developers, real estate officers and utility companies to inform the public of potential economic benefits from reduction of energy consumption.
- The City has actively promoted the Edison Company's Evaporative Cooler Program, which is available to very low income households.

- Policy 6.1      Support progressive and innovative efforts by property owners and developers to achieve a balance of appropriate uses along major arterials and the Highway 111 corridor, with special consideration for households with limited mobility and transportation (elderly, handicapped, etc.).
- Effectively implemented by the RDA and the Planning Division through a variety of methods including the Downtown Precise Plan, Specific Plans, and the city's adoption of urban design principles that also encourage a balance of uses along major arterials.
- Program 6.1.1      Define compatible mixed uses allowed near and within Central Business District.
- Effectively implemented through the RDA Downtown Precise Plan.
- Program 6.1.2      Provide incentives for new residential developments to locate near existing or proposed commercial activities.
- Effectively implemented through Downtown revitalization project. Project assistance from Housing set-aside funds was strongly weighted toward Downtown development.
- Program 6.1.3      Higher density Multi-family residential developments should be located and designed to provide convenient access to commercial, employment and recreational activity centers.
- Effectively implemented through the Downtown Precise Plan and the Uptown Village Specific Plan, however, a broader, city-wide reevaluation of land use designations is needed.
- Program 6.2      Ensure that adequate replacement housing is available to special needs households within the redevelopment area.
- Effectively implemented through the development of Casa Victoria and Casa San Miguel.
- Program 6.2.1      Encourage, when compatible with surrounding uses, mixed uses in areas of transitional development such as higher density residential, retail commercial, and compatible light industrial activities.
- Effectively implemented in some Specific Plan areas, however, broader city-wide land use changes are needed.

- Program 6.2.2      Multiple family residential projects should be encouraged near the Central Business District to provide a transition between residential and commercial areas.
- Effectively implemented by the RDA through the Downtown Precise Plan
- Program 6.2.3      Study the possibility of higher density and limited income/special needs housing as an integral part of any redevelopment of the Central Business District near the Highway 111 corridor.
- Effectively implemented by the RDA through the Downtown Precise Plan, and the Desert Cloisters, Arbor and Mercy housing projects.
- Policy 7.1          Carefully consider increased capacity of streets, utilities and parks that may be needed because of increased population.
- Effectively implemented by the Planning Division through the project development and environmental review processes.
- Program 7.1.1      Annually review transit needs of the community; i.e., bus, taxi, bike lanes, bridges, air services; with special attention to the needs of the elderly low-income workers, children and the handicapped.
- The City has established, and regularly maintains communications with the SunLine Transit Agency, including review of proposed projects for transit needs.
- Policy 7.2          To the maximum feasible degree, housing and residential development shall, by design, encourage safe living.
- Implemented effectively by the Planning Division through the City's Design Guidelines and the development review process.
- Program 7.2.1      Continue to improve and maintain adequate street lighting in existing neighborhoods.
- Implemented effectively through the Engineering Division through Capital Improvement project planning and private project review.
- Program 7.2.2      Require neighborhood infrastructure and amenities improvements of developers in direct relationship to impacts and benefits received, concurrent with population increases.
- Implemented effectively through the city's subdivision ordinance, design guidelines and development and environmental review processes.

- Program 7.2.3      Review and possible revision of single-and multiple-family dwelling site development standards if and when new safety or quality-of-life issues arise.
- No changes necessary.
- Program 7.2.4      Research the possibility of adoption and enforcement of a Building Security Ordinance that provides standards to minimize an environment conducive to crime.
- The City is implementing the Crime Free Housing Program in this fiscal year's budget.
- Policy 8.1          Provide incentives for homeowners to upgrade or enhance homes in existing neighborhoods.
- Implemented effectively through the Bank of America Title 1 loan program, the Paint the Town Program, County Home Improvement Loans, and the Community Home Improvement Program. In addition, the Joint Home Ownership Overlay and Duplex Conversion programs of the Planning Division and RDA have effectively improved previously run-down neighborhoods.
- Program 8.1.1      Areas of identified deteriorating or substandard housing shall be re-evaluated for planning purposes.
- Such evaluation is conducted on an ongoing basis by the Planning Division through land use planning and zoning.
- Program 8.1.2      Continue to give priority for infrastructure improvement to neighborhoods that demonstrate a commitment to self-improvement.
- This approach was effectively implemented through the neighborhood planning and Assessment District initiation process for the Rio Vista neighborhood by the Department of Community Development.
- Program 8.1.3      Utilize Redevelopment Agency Staff to disseminate information on assistance available to low-income home-owners for repairs and rehabilitation.
- Implemented effectively through the city's Office of Housing Assistance.

- Program 8.1.4      Staff will annually assess available local, State and Federal funding and programs for possible incorporation into community development projects.
- Implemented effectively through the City OHA which administers the Regional Senior Home Repair Program and works with County EDA on Home Improvement Programs loans. Staff has also effectively assembled multiple funding sources to allow the development of the Casa San Miguel, Casa Victoria, Mercy housing, Desert Cloisters and Cathedral Palms projects.
- Program 8.1.5      Continue community beautification programs such as the Pride Committee, the Blue Ribbon Committee, the Home of the Month Program, and encourage and promote cleanup and fix up programs by local service organizations.
- Although the specific Programs listed have not been maintained, the city continues with beautification programs including the city's annual Community Services Day where beautification projects are undertaken by city employees in recognition of Martin Luther King day and the "Paint the Town" program.
- Program 8.1.6      In-fill development of vacant lands shall be given priority through various types of available public assistance in order to better utilize existing public services and infrastructure.
- The RDA has acquired approximately 60 home sites on vacant lots or parcels in developed neighborhoods.
- Policy 8.2          Discourage the encroachment of undesirable and incompatible uses in residential areas.
- Effectively implemented through land use and zoning regulations by the Planning Division.
- Program 8.2.1      The City will conduct periodic review of existing Zoning Ordinance to ensure that sufficient standards are in place to comply with this policy.
- Effectively implemented through ongoing maintenance of the zoning ordinance by the Planning Division and Planning Commissions annual report.
- Program 8.2.2      The City will continue an active code enforcement program emphasizing the neighborhood Target Areas in order to maintain and upgrade living conditions of the neighborhood.
- Effectively implemented through the City's Fire Department code enforcement function and the Office of Housing Assistance.

- Program 8.2.3      New development near incompatible uses shall provide a buffer or screen between uses, (i.e., open space, landscaping, perimeter walls, etc.).
- Effectively implemented through project development review by the Planning Division.
- Policy 8.3          Utilize various implementation tools to promote and establish community and neighborhood character.
- Effectively implemented through project development review, tentative tract map improvement requirements, capital improvement projects and improvements made through Assessment Districts.
- Program 8.3.1      Address community and neighborhood character through planning efforts such as Specific Plans and Development applications.
- Effectively implemented through Specific Plans and Development applications by the Planning Division.
- Program 8.3.2      Continue to utilize and keep updated the City Design Guidelines in order to provide a basis for building community and neighborhood character.
- Effectively implemented by the Planning Division.

## **DEMOGRAPHIC BACKGROUND**

### **Introduction**

The City's housing needs include a comprehensive assessment of current and projected housing needs for all segments of the community and all economic groups. The means by which families and individuals of all economic situations are adequately housed within the context of rising costs and increasing competition for available physical and financial resources has become, in recent years, a primary concern.

This section of the Housing Element presents the demographic background necessary for the comprehensive analysis of the City's housing needs.

### **Regional Setting**

Cathedral City is located in the Coachella Valley, a subregion of Riverside County. The County encompasses a large portion of Southern California, and over the past two decades has experienced extremely rapid growth. The County's population increased by 67%, from 663,923 in 1980 to 1,110,000 in 1990. The California Department of Finance County population estimate for 1999 was 1,473,307 persons, which further increased the population by 33%. The incorporated cities of the Coachella Valley followed similar trends for population growth within the same time period. This rapid rate of growth on both the County and local level can in part be attributed to the low cost of housing in the Coachella Valley as a whole.

### **Population**

The 1990 U.S. Census estimated Cathedral City's population to be 30,085. In 1998, the population grew to approximately 36,023, an increase of 19.7%. The population as of January 1, 2000 was estimated by the Bureau of the Census at 42,647. This represents an average annual growth rate of more than 3% in ten years.

### **Ethnic Characteristics**

Table III-8 and III-9, below show the ethnic distribution for Cathedral City in 1990 and 2000, respectively. The ethnic makeup of the City has changed in the last decade.



**Table III-8  
Ethnic Characteristics, 1990**

	<b>Number</b>	<b>% of Total</b>
White	22,349	74.2%
Black	666	2.2%
Native American	299	1.0%
Asian	1,092	3.6%
Other	5,679	18.9%
<b>Total</b>	<b>30,085</b>	<b>100%</b>
Hispanic*	11,884	39.5%
* Hispanic persons can be identified under either the white or other category, and are therefore considered separately. Source: 1990 U.S. Census		

**Table III-9  
Ethnic Characteristics, 2000**

<b>Race</b>	<b>No. of Persons</b>	<b>% of Population</b>
One Race		
White	27,845	65.3%
Black	1,169	2.7%
American Indian/Alaska Native	440	1.0%
Asian	1,575	3.7%
Native Hawaiian/Pacific Islander	32	0.1%
Other Race	9,834	23.1%
Two or More Races	1,752	4.1%
<b>Total</b>	<b>42,647</b>	<b>100%</b>
Hispanic or Latino (of any race)	21,312	50.0%
Source: U.S. Census, 2000.		

### Age Distribution

Table III-10 shows the number of persons in various age groups and the percentage of each within the total population.

**Table III-10  
Age Distribution, 2000**

<b>Age Range</b>	<b># Residents</b>	<b>% of Pop.</b>
Under 5 years	3,763	8.8%
5-9 years	3,974	9.3%
10-14 years	3,587	8.4%
15-19 years	3,059	7.2%
20-24 years	2,651	6.2%
25-34 years	6,386	15.0%
35-44 years	6,660	15.6%
45-54 years	4,318	10.1%
55-59 years	1,590	3.7%
60-64 years	1,456	3.4%
65-74 years	2,868	6.7%
75-84 years	1,848	4.3%
85+ years	487	1.1%

Source: U.S. Census, 2000.

### **Household Income**

The 1990 Census identified a County median household income of \$36,000, however the median household income in Cathedral City for the same time period was \$30,908. In fact, 56.6% of the City's households in 1990 had an income below the County median household income. Table III-11 demonstrates income levels for City households in 1990.

**Table III-11  
Household Income Distribution, 1990**

<b>Income</b>	<b>No. Of HH</b>	<b>% of Total</b>
\$ 0-4,999	552	5.1%
5,000-9,999	1,044	9.7%
10,000-14,999	968	9.0%
15,000-24,999	1,653	15.3%
25,000-34,999	1,886	17.5%
35,000-49,999	1,928	17.8%
50,000-74,999	1,850	17.1%
75,000-99,999	559	5.1%
100,000+	365	3.4%
<b>Total</b>	<b>10,805</b>	<b>100%</b>
Source: 1990 U.S. Census		

## Employment

The residents of Cathedral City have generally been employed in the service and retail trade sectors. 1990 Census information incorrectly showed a large number of employees in the “Agriculture and Forestry” sector, although those employees are landscapers and gardeners. Table III-12, below, shows the 1990 Census data on employment in 1990, while Table III-13 lists the largest employers in the City in 1998.

**Table III-12**  
**Employment by Industry, 1990**

Agriculture, Forestry & Fisheries	781
Mining	0
Construction	1,929
Manufacturing, non-durable goods	274
Manufacturing, durable goods	465
Transportation	480
Communications & public utilities	369
Wholesale trade	259
Retail trade	3,158
Finance, Insurance & real estate	989
Business & repair services	638
Personal services	1,510
Entertainment & recreational services	598
Health Services	1,059
Educational services	564
Other services	588
Public Administration	283
<b>Total</b>	<b>13,944</b>

**Table III-13**

### **Largest Employers in Cathedral City, 1998**

Palm Springs Unified School District	1,400
Wal-Mart	280
Double Tree Resort	250
Cathedral City Auto Center	195
City of Cathedral City	170
Lucky Supermarkets (2 stores)	150
Lawrence Welk’s Resort	140
Southern California Edison	140
Sam’s Club	126
Charter Hospital	125
Coca Cola Bottling	75

### Historic Housing Patterns

It is estimated that in January of 2000 there were a total of 17,916 housing units in the City. It is significant to note that approximately 60.1% of all dwelling units are single family homes with another 16% provided in the form of mobile homes. Only 11% of all housing units are in multi-family housing with more than 5 units.

**Table III-14**  
**Housing Units by Type**

Units in Structure	1990		2000 (Estimate)	
	Number	Percent	Number	Percent
Single Family Detached	6,525	42.85%	8,745	48.8%
Single Family Attached	1,999	13.13%	2,034	11.3%
2-4 Units, Multi-family	1,966	12.91%	2,295	12.8%
5 or more Units, Multi-family	1,409	9.25%	1,976	11.0%
	3,083	20.24%	2,866	16.0%
Mobile Home or Trailer				
Group Quarters	247	1.62%	52	0.3
<b>Total</b>	<b>15,229</b>	<b>100%</b>	<b>17,916</b>	<b>100%</b>

Source: 1990 Census and California Department of Finance, January 2000

### Vacancy Status

The 1990 Census showed an overall vacancy rate of 28.3% in Cathedral City. Correcting for seasonal or recreational units, which are considered vacant by the Census but are not available or used for permanent occupancy, the vacancy rate decreased to 12.6%. Similar numbers were estimated in 1998. At that time the City showed an overall vacancy rate of 28.31%. When the same seasonal reduction factor was applied to the 1998 figures, the vacancy rate was again 12.6%.

**Table III-15  
Vacancy Status**

<b>Unit Type</b>	<b>Number of Units Vacant</b>	<b>Percentage of Total Vacant Units City-wide</b>
For Rent	555	12.9%
For Sale	345	8%
Rented or Sold, not occupied	236	5.5%
Seasonal, Recreational or Occasional Use	2,385	55.3%
Other Vacant	790	18.3%
<b>Total</b>	<b>4,311</b>	<b>100%</b>

**Table III-16  
1990 Overcrowding  
Renter Occupied Units**

<b>Persons Per Room</b>	<b>Number Of Household</b>
0.5 or less	1,839
0.51 to 1.00	1,376
1.01 to 1.50	354
1.51 to 2.00	268
2.01 or more	336

The Census further estimated the number of households in different income groups who lived in overcrowded conditions. These estimates are shown in the Table below.

**Table III-17  
Overcrowding by Income Level, 1990**

<b>Household Type</b>	<b>Very Low Income</b>	<b>Low Income</b>
<b>Total Renter Occupied</b>	<b>417</b>	<b>250</b>
Elderly renters	0	17
Small family renters	159	50
Large family renters	234	173
<b>Total Owner Occupied</b>	<b>75</b>	<b>155</b>
Elderly owners	0	0
Small family owners	4	33
Large family owners	71	122

The recession of the early to mid 1990's caused a number of families and households to consolidate, in order to pool their resources. In 1990, the average household size for the City was 2.75 persons per occupied housing unit. Since 1990, the number of persons per household

has risen nearly every year. The 2000 Department of Finance estimates indicate that the average household size in Cathedral City is 3.004 persons.

### Overpayment

The Census also estimates those households which are overpaying for housing. Overpayment is defined as more than 30% of all household income being dedicated to the cost of housing. Table III-18, below, lists the 1990 estimates.

**Table III-18**  
**Overpayment by Income Level, 1990**

<b>Household Type</b>	<b>Very Low Income</b>	<b>Low Income</b>
<b>Total Renter Occupied</b>	<b>1,217</b>	<b>596</b>
Elderly renters	304	63
Small family renters	316	270
Large family renters	230	194
<b>Total Owner Occupied</b>	<b>652</b>	<b>539</b>
Elderly owners	349	123
Small family owners	112	199
Large family owners	82	132

### Housing Prices

Land costs include the costs of raw land, site improvements, and all costs associated with obtaining government approvals. Building and construction costs for residential development in Cathedral City range between \$65 and \$85 per square foot. Fully-developed, ready-to-build single family lots are currently available at prices ranging from \$5,000 to \$20,000 depending on the size and location.

The cost of a newly-constructed home in Cathedral City is between \$100,000 and \$300,000. Existing homes for resale are generally priced between \$85,000 and \$200,000<sup>1</sup>. This price range makes Cathedral City affordable to a large segment of the population, and has been the reason for its rapid expansion as a young family community.

Housing in Cathedral City is moderately priced, as illustrated by the housing costs for both single family owner occupied units and rental units. In 2000, the median annual income for households in Riverside County was \$47,400. Using the allowable monthly payment for housing of 30% of gross household income, the median income family can afford a monthly housing payment of \$1,162 (Principal, Interest, Taxes, and Insurance [PITI]). The Table below clearly demonstrates that the City's housing is affordable.

**Table III-19**  
**Affordability of Cathedral City Housing**

<b>Type of Housing Cost</b>	<b>Ownership</b>	<b>Rental</b>
Median Single Family Purchase Price	\$113,200	
Median Mortgage Costs (PITI)	\$994	
Median Rental Rate		\$649
30% of Median Household Income	\$1,162	\$1,162
Amount below 30% of Income	-\$221	\$513

### **Inventory of Lands for Housing**

There is a substantial amount of vacant land within the City and the sphere of influence available for residential development. Altogether, 1,254.36 acres of vacant land are available for development. Of this land, 1,501 single family residential lots have been subdivided and are still vacant, and 644 R-2 lots have been subdivided but remain vacant. The following Table lists acreage available in each residential zoning designation. The right hand column gives the number of units which could be developed in each of these designations (all acreage has been reduced by 25% to allow for the construction of streets, infrastructure and open space areas). Exhibit III-7, on the following page, depicts the locations of the vacant lands within the City which are located within one half mile of all services.

**Table III-20**  
**Vacant Residential Lands by Zoning Designation**

<b>Designation</b>	<b>Acreage</b>	<b># of Units</b>
R1	909.16	4,091
R2	82.71	682
R3	20.67	310
RM	17.97	202
RR	223.85	1,175
<b>Total</b>	<b>1,254.36</b>	<b>6,460</b>

In 1995, Cathedral City commissioned Economic Research Associates to prepare an analysis of potential new development. The report was completed in February, 1996 and identified the total housing expected to be developed from 1995 to 2015. The results of this study are presented in Table III-21.

**Table III-21  
Potential New Residential Development  
1995-2015**

<b>Housing Type</b>	<b>Number of New Units</b>				
	<b>1995 to 2000 (Actual)</b>	<b>2000 to 2005</b>	<b>2005 to 2010</b>	<b>2010 to 2015</b>	<b>1995 to 2015</b>
Single Family	1,092	300	280	270	1,150
Townhouse	0	400	430	520	1,700
Duplex	18	75	75	100	300
3-4 Units	n/a	200	175	150	700
5-49 Units	329	200	200	150	700
50+ Units	n/a	50	50	0	100
Mobile Homes	0	50	50	50	200
Retirement Housing	0	350	350	350	1,400
Congregate Care	0	200	200	200	800
Convalescent Housing	0	200	200	200	800
<b>Total</b>	<b>1,439</b>	<b>2,025</b>	<b>2,010</b>	<b>1,990</b>	<b>7,850</b>



**Exhibit III-7: Robert's vacant land map**

### Age of Housing Stock

The age of housing is an important characteristic of the housing stock, indicating the relative condition of the housing. Most homes have a useful life of approximately twenty to thirty years. At that time, the need for maintenance and rehabilitation becomes critical if the housing is to remain safe and sanitary.

73.9% of the City's housing was built less than 30 years ago, while 29.7% of the housing pre-dates 1970, as demonstrated in the Table below.

**Table III-22**  
**Age of Housing Units**

<b>Year Built</b>	<b>No. of Units</b>	<b>% of Total</b>
1991-1999	2,460	14%
1989-90	1,150	6%
1985-1988	4,419	25%
1980-1984	2,718	15%
1970-1979	2,987	16%
1960-1969	1,991	11%
1950-1959	1,192	6%
1940-1949	601	3%
Before 1940	772	4%
<b>Total</b>	<b>17,689</b>	<b>100%</b>
Source: 1990 U.S. Census		

Generally, the oldest homes, built before 1940, were built in the Downtown area. Homes built between 1940 and 1949 were generally built in the Cove. Homes built from 1950 to 1959 were built in the Downtown, Cove and Outpost neighborhoods; and homes built from 1960 to 1969 were built in the Dream Homes, Outpost and Cove neighborhoods. From 1970 to the present, the distribution of construction has been more widespread throughout the City, and represents primarily the construction of in-fill lots in existing subdivisions.

While some of the City's older units have been well maintained, the City has conducted a series of surveys identifying particular neighborhoods that have been targeted for a concentrated rehabilitation effort. These areas are estimated to contain units in need of moderate to significant rehabilitation. In addition, the City has seen 164 of its oldest units, located in the Downtown Precise Plan area, removed and replaced during the previous planning period. The City will continue to replace affordable units removed, as described in the Housing Replacement Plan and Redevelopment Agency Implementation Plan.

Since the 1990 Census, 2,972 housing units have been built in the City, as demonstrated in Table III-23, below. Although 75.5% of these units have been single family dwellings, the City has also produced 688 apartment units during this time period.

**Table III-23**  
**Residential Housing Units Built by Type 1990-99**

<b>Year</b>	<b>SFD</b>	<b>Multi</b>	<b>Condos</b>	<b>Apts.</b>	<b>Total</b>
1990	379	123	0	10	512
1991	210	70	0	0	280
1992	207	41	0	0	248
1993	93	19	0	0	112
1994	263	0	0	80	343
1995	174	2	0	0	176
1996	133	0	0	0	133
1997	97	2	0	0	99
1998	298	6	0	89	393
1999	390	6	40	240	676
<b>Total</b>	<b>2,244</b>	<b>269</b>	<b>40</b>	<b>419</b>	<b>2,972</b>

### **Riverside County Income Limits**

The 2000 median income calculated for Riverside County for a family of four is \$47,400. This is used to calculate very low (50% of median) and low (80% of median) incomes for use in State and federal subsidized housing programs.

**Table 24**  
**Affordable Housing, Income Limits**  
**County of Riverside, 2001**

# of Persons	Annual Income Standards			
	Very Low	Low	Median	Moderate
<b>1</b>	\$17,450	\$27,950	\$34,950	\$41,950
<b>2</b>	\$19,950	\$31,950	\$39,900	\$47,900
<b>3</b>	\$22,450	\$35,950	\$44,900	\$53,900
<b>4</b>	\$24,950	\$39,900	\$49,900	\$59,900
<b>5</b>	\$26,950	\$43,100	\$53,900	\$64,700
<b>6</b>	\$28,950	\$46,300	\$57,900	\$69,500
<b>7</b>	\$30,950	\$49,500	\$61,900	\$74,300
<b>8</b>	\$32,950	\$52,700	\$65,850	\$79,050

Source: California Department of Housing and Community  
Development, Income Limits for Riverside County, 2001

### **Restricted Housing Projects**

The City of Cathedral City has aggressively pursued its fair share of affordable housing, and currently includes the following projects within its boundaries:

**Mountain View Apartments:** Is a 280 unit project located at 68-680 Dinah Shore Drive. The project was completed in three phases completely financed with a FmHA 515 loan. The project was built in 1982, and refinanced in 1997. The complex is restricted to seniors 62 or older, unless disabled or handicapped. The residents' rent is restricted to 30% of their income. The units are restricted to very low and low income households.

**Corregidor Apartments:** is a 14 unit project restricted to very low income families. It was built in 1985 using LPRH housing funds. This project site is owned by the Riverside County Housing Authority and is located at 34-355 Corregidor Drive.

**Casa Victoria Apartments:** is a 50 unit project opened in 1999 using HUD 202 funds. This senior complex is located at 34-445 Corregidor Drive. The project is restricted to low income seniors 62 years or older, and the rent is restricted to 30% of their income.

**Terracina Apartments:** is an 80 unit project located at 69-175 Converse Road. The project includes 2 to 4 bedroom units, with 33 restricted to very low income families, and 47 restricted to low income families. The project was constructed using tax credits.

**Cathedral Palms:** is a 230 unit project located at 31750 Landau Boulevard. The project was originally constructed in 1968 and substantially rehabilitated in 1997, using bonds and Agency set aside funds. The project offers studios and 1 bedroom apartments to very low income seniors (over 55).

**Ocotillo Place:** provides 135 apartments, 28 restricted to very low income families, 54 restricted to moderate income families, and 53 available at market rates. The project is located at 69155 Dinah Shore Drive, and was acquired and substantially rehabilitated using a bond issue in 1998.

**Park David Apartments:** is a 240 unit senior apartment project currently under construction at 27-700 Landau Boulevard. The project will consist of one and two bedroom apartments, available to very low income seniors.

**Casas San Miguel:** is a 40 unit project located in multiple buildings on and around Melrose Drive. The project is restricted to very low income disabled households. It was opened in 1998, using HOME, RDA and CDBG funds.

**Self-Help Housing:** The Coachella Valley Housing Coalition and Habitat for Humanity have completed 49 single family homes for very low and low income families throughout the City since 1993.

### **Mobile Home Parks**

The Department of Finance estimates that 2,866 mobile homes are located in the City in 2000. Traditionally, mobilehome parks have provided an affordable housing opportunity, particularly for senior citizens. The long term preservation of these mobilehome parks, therefore, will have a direct positive impact on the City's lower income residents. Table III-26 provides a listing of the City's rent controlled mobilehome parks.

## **Affordable Housing Programs**

### **City Programs**

In addition to major rehabilitation and new construction funding, the City's Redevelopment Agency provides the following programs to eligible residents, and has assisted more than 700 households with these programs.

**Community Home Improvement Program:** Is available for qualified low income homeowners. The program can grant up to \$5,000 per home for repair or improvements.

**Sewer Hook-Up Assistance Redevelopment Program:** This program is available to pay up to \$1,725 toward Desert Water Agency hook-up fees for eligible households whose septic system fails.

**Assessment District Financial Assistance:** Low income homeowners can be reimbursed up to 100 percent of the sewer and street improvement assessment portion of their annual tax bill.

**Bank of America Title 1 Loans:** Allow for subsidized loans for home improvements without equity in the home.

### **County Programs**

There are numerous programs available to provide rental assistance and to encourage the construction of new affordable housing. The following programs are available in the City of Cathedral City:

**Section 8 Housing Assistance:** The Riverside County Housing Authority provides HUD Section 8 rental assistance to lower income renters within the City. The Authority subsidizes 177 units in the City at this time, although the total number of vouchers and certificates fluctuates regularly.

**Senior Home Repair:** Very low income homeowners or mobile home owners of 62 years of age or more can qualify for grants of up to \$3,200 to improve or repair their property.

**Fair Housing Programs:** The City has an agreement with the County of Riverside to provide a wide range of services for City residents. These services are designed to implement fair housing policies and procedures and to provide information concerning minority rights under existing fair housing laws.

**Home Improvement Program:** The County program allows loans of up to \$25,000 for home improvements for qualifying households.

**First Time Homebuyer Program:** The program will establish a silent second for up to \$20,000 for qualifying home buyers.

## Future Housing Needs

Each incorporated City is required to analyze existing and projected housing needs and develop an implementation program to describe how the City will attain its housing goals. In addition, the projected housing need must include a locality's fair share of regional housing needs.

In 1980, AB 2853 was passed requiring all councils of governments to develop regional allocations of housing needs for all income levels. This includes a determination of current and projected housing needs for each county, as well as allocated totals for all cities within that county. The regional housing determination must be made by the appropriate council of governments, but may be revised by the local government if the revision can be supported by available data and accepted planning methodologies. In 1999, the Southern California Association of Governments prepared the Regional Housing Needs Assessment (RHNA) for the 1998 through 2005 planning period. The City of Cathedral City's allocation under RHNA is depicted below.

**Table III-25  
Cathedral City Regional Housing  
Allocation, 1998-2005**

Income Category	Number of Units
Very Low	208
Low	142
Moderate	186
Above Moderate	329
<b>Total</b>	<b>865</b>

## Affordable Units at Risk

Many of the federal programs used throughout the Coachella Valley during the past twenty-five years to subsidize rental and ownership housing have limits on the length of time affordability limitations were to be imposed. Federal mortgage revenue bond regulations also have limitations on the number of years affordability restrictions are required to remain in effect.

Recently, the earliest of these affordability restrictions have begun to expire. This problem, which may result from an early pay-off of project financing or a decision "to opt out" of Section 8 contracts, can have significant impacts on the communities in which these projects are located.

Tables III-26, III-27 and III-28 identify affordable housing units within the City. The table indicates that 342 units could be released from their restricted status before 2015. This includes 280 rental units and 62 owner-occupied units.

**Table III-26  
Restricted Affordable Rental Housing**

<b>Rental Housing Project</b>	<b>Units</b>	<b>Afford able to</b>	<b>Earliest Release</b>	<b>Type of Subsidy</b>
Mountain View Apartments 68-680 Dinah Shore Drive	280 1-bedroom	Very low income seniors	2014	FmHA loan (515)
Corregidor Apartments 34-355 Corregidor	14 2 bedroom	Very low income families	None	Owned by County Housing Authority
Terracina Apartments 69-175 Converse Road	80 2-4 bedrooms	33 Very low & 47 low income families	2052	Income tax credits
Cathedral Palms 31750 Landau Blvd	230 Studio & 1 bedrooms	very low income seniors	2052	AHP, HOME, & RDA set-aside
Ocotillo Place 69155 Dinah Shore Drive	82 family units	moderate income families	2027	RDA restricted & income tax credits
Victoria Apartments 34475 Corregidor	49 1 bedrooms +manager	very low income seniors	2052	HUD 202
Coachella Valley Housing Corporation Special Needs Apartments 37155 Palo Verde	10 Studio & 1 bedrooms	very low income Special Needs	2053	HOPWA, HOME, Tax Credits, Supportive Housing Program, CDBG & RDA set-aside
Coachella Valley Housing Corporation Special Needs Apartments 68375 Tahquitz Drive	10 Studio & 1 bedrooms	very low income Special Needs	2053	
Coachella Valley Housing Corporation Special Needs Apartments 37095 Melrose	19 Studios, 1 & 2 bedrooms	very low income Special Needs	2053	

Source: Cathedral City Office of Housing Assistance, November 1998

**Table III-27**  
**Rent Controlled Affordable Mobile Home Park Spaces**

<b>Mobile Home Parks</b>	<b>Spaces</b>
Caliente Sands	118
Cathedral Canyon Estates	310
Mahoney's/Maria's	75
Desert Sands	255
Desert Hills	67
Sky Ridge	73
Tramview	264
<b>Total</b>	<b>1,162</b>

Source: Cathedral City Office of Housing Assistance, November 1998

\*Of the total 650 assisted units, only an estimated 450 meet all requirements for AB315 and 1290 inclusionary housing.

**Table III-28**  
**Restricted Affordable Owner-Occupied Units**

<b>Owner-Occupied Housing</b>	<b>Units</b>	<b>Affordable to</b>	<b>Earliest Release</b>	<b>Type of Subsidy</b>
30 year Covenant with resale restrictions	450*	Very low to moderate income	2025	RDA loans/grants
15 year Covenant with resale restrictions (mobile homes)	58	Very low to moderate income	2009	RDA loans/grants
20 year Covenant with resale restrictions	4	Very low to moderate income	2010	RDA subsidized loans
30 year Habitat for Humanity Housing	7	Very low income	2025	RDA Habitat grants
30 year Covenant with resale restrictions CVHC conversion	32	Very low to low income	2025	Home Grant & RDA silent second
30 year Covenant on self-help homes	13	Very low income	2025	RDA/Silent Second
30 year Covenant on 1st Time Homebuyer grant	29	Very low and low income	2027	RDA Grant

Source: Cathedral City Office of Housing Assistance, November 1998



## Potential Constraints to the Development of Housing

Potential constraints to the development of housing can include a broad range of issues. This section of the Housing Element examines the potential governmental constraints imposed by the City in the form of zoning, fees and other restrictions, and determines whether these are constraints to the provision of housing which should be addressed further in the policies and programs.

### Development Standards and Land Use Controls

Development standards include the City's zoning ordinance, subdivision ordinance, and building code requirements. The City zoning ordinance is the most common tool used by the City to regulate the use of private land. Zoning regulates the use, density, floor area, setbacks, parking and placement and mix of residential, commercial, and industrial projects to reflect the community's development goals and objectives. Zoning also regulates the intensity of residential land use through minimum lot size requirements. The requirements of the City's Zoning Ordinance are listed in the Table below.

**Table III-29  
Residential Standards**

<b>Standard</b>	<b>R-1</b>	<b>R-2</b>	<b>RM</b>	<b>R-3</b>	<b>RH</b>	<b>RR</b>
Units per Acre	6	11	15	20	24	7
Lot Area	7200 s.f.	4,000 s.f.	20,000 s.f.	30,000 s.f.	40,000 s.f.	5 ac.
Lot Width	70 ft	35 ft.	80 ft.	100 ft.	100 ft.	200 ft.
Lot Depth	100 ft	100 ft.	150 ft.	150 ft.	200 ft.	300 ft.
Building Lot Coverage	40%	50%	60%	60%	65%	20%
Private Outdoor Living Space	N/A	80 s.f.	400 s.f./unit	300 s.f./unit	300 s.f./unit	Varies
Building Height	26 ft.	26 ft.	26 ft.	35 ft.	35 ft.	26 ft.
Parking	2	2	1.5	1.5	1.5	1.5

Source: City of Cathedral City Zoning Ordinance

Clearly, the City's standards are not a constraint to the development of housing.

### Construction Costs

Building costs do not appear to be unduly increased through local building codes. However, state regulations with respect to energy conservation, though perhaps cost effective in the long run, may add to initial construction costs.

Building codes regulate new construction and substantial rehabilitation. They are designed to ensure that adequate standards are met to protect against fire, collapse, unsanitary conditions and safety hazards. The City has adopted the Uniform Building Code, which is typical of all local jurisdictions in California.

### Fees and Processing Times

The City's Planning and Building Division fee schedules have been established as enterprise funds, to recapture the City's cost of processing the applications. The time spent on each application is tracked, and deposits returned to the developer if the time is not spent on the application. As such, the Planning and plan check fees imposed by the City are reasonable and do not represent a significant impact on the cost of construction. Fees for plan check and building permits are determined based upon the valuation of the structure. Development impact fees are listed in Table 30, And represent a total cost of about \$3,000 per housing unit.

**Table III-30  
Development Impact Fees**

<b>Fee Purpose</b>	<b>Area of the City</b>	<b>Fee</b>
Park land acquisition/improvements	Specific Plan 89-37	\$2,979.00 per acre
Park/drainage basin acquisition/improvements	Specific Plan 89-40	\$4,319.00 per acre
Park and school land acquisition	Specific Plan 9-46	\$973.52 per acre
Park improvement	Specific Plan 9-46	\$1,057.36 per acre
Transit Development Fee (transit stop improvements)	Citywide	\$5.00 per lineal ft arterial streets
Master Undergrounding Plan (MUP) undergrounding overhead utilities	Citywide	\$0.15 per sf bldg area
Fire and Police Facilities and Equipment Fund and Traffic signalization Fund	Citywide	\$150-\$450 per 1,000 sf bldg area
Street Improvement Fee	Citywide	\$1,424-\$4,000 per project

Source: Planning Division

In addition, the Palm Springs Unified School District also assesses new development projects based on the project's estimated student generation.

The City requires site plan review for all multi-family projects, which can be processed concurrently with any other permit which might be required. The average processing time for a typical application is 3 to 4 months, which is somewhat less than many Valley cities, and does not represent a constraint. Single family homes do not require site plan approval, and are checked by the Planning Department as part of the usual plan checking process.

### Code Enforcement

The City's Code Enforcement efforts are operated through its Fire Department. A land owner is generally warned three times of a violation, prior to the initiation of a citation and associated court action.

The Department makes every effort to give as much time as possible to a violator to correct the problem. Depending on the severity of the offense, a warning will be accompanied with a deadline of 10 to 30 days for rectification.

The City's Code Enforcement Department also actively participates in assisting low income households in improving their properties through the "Paint the Town" program, which allows such households to receive the paint for their homes at no charge.

### **Non-governmental Constraints**

Various factors not under the control of local government also affect the cost, supply and distribution of housing. These factors include land costs, construction costs, financing costs, speculation, availability of infrastructure, and physical constraints.

### **Land and Construction Costs**

Land costs include the costs of raw land, site improvements, and all costs associated with obtaining government approvals. Building and construction costs for residential development in Cathedral City range between \$65 and \$85 per square foot. Fully-developed, ready-to-build single family lots are currently available at prices ranging from \$5,000 to \$20,000 depending on the size and location.

The cost of a newly-constructed home in Cathedral City is between \$100,000 and \$300,000. Existing homes for resale are generally priced between \$85,000 and \$200,000. This price range makes Cathedral City affordable to a large segment of the population, and has been the reason for its rapid expansion as a young family community.

### **Financing Costs**

Financing costs impact both the purchase price of the unit and the home buyers ability to purchase. Interest rates fluctuate in response to national factors. Currently relatively low (7.75% to 9%), they can change significantly and substantially impact the affordability of the housing stock. However, the City has implemented a First Time Home Buyer's program to assist in the purchase of a home for low and very low income households. There are no known mortgage deficient areas in the City. Financing for both construction and long term mortgages is generally available subject to normal underwriting standards.

### **Infrastructure**

Another factor adding to the cost of new construction is the cost of providing adequate infrastructure, major and local streets, curbs, gutters, sidewalks, water and sewer lines, street lighting, which is required to be built or installed in new development. In most cases, these improvements are dedicated to the City, which is then responsible for their maintenance. The cost of these facilities is borne by developers, added to the cost of new housing units, and eventually passed onto the home buyer or property owner.

The City's development patterns have resulted in the construction of major arterials throughout the City. The development community generally does not have to extend major new roadways or other infrastructure in order to develop housing.

The City requires, as do all communities in California, that a developer be responsible for all on-site improvements. Driveways within a project are required to be 24 feet in width. Local streets within a project are generally 36 feet in width, with curb, gutter and sidewalk.

Off-site improvements, should they be required, are also the responsibility of the developer. If a public street is required, the developer will be responsible for a half width improvement, including curb, gutter and sidewalk, as is typical in most communities. Since most of the cities major streets have been improved to their ultimate right-of-way, development of residential projects will generally only require the improvement of local or collector streets.

As previously stated, there are a total of 2,145 existing infill lots in existing neighborhoods which are available for the construction of housing. These lots are all serviced by the required infrastructure

### **Physical Constraints**

Most of the area south of I-10 poses few physical constraints to development. The land is flat, urbanized, and the soils are suitable for urban uses. Areas north of the freeway are subject to physical constraints such as steep slopes and flooding. Environmental constraints and physical constraints to development are further addressed in the Environmental Resources and the Environmental Hazards chapters of this document.

### **Special Housing Needs**

Certain households because of occupation, income, health, or physical challenges may have identifiable special housing needs.

#### **Farm Workers**

Although not known to be an agricultural city, the 1980 Census data showed approximately 5% of the persons residing in the Cathedral City labor area were employed in the categories of agriculture, forestry and fisheries, with that number increasing to 5.6% in the 1990 Census data. The category, however, includes persons such as golf course maintenance workers and gardeners, who do reside in the City. The United Farmworkers, however, are not aware of any farm workers being housed in Cathedral City.

Farmworker households generally fall into low and very low income categories. However, as with all special needs, the City provides the opportunity for farmworker households to obtain rental subsidies, and also provides incentives for developers to maintain affordable units which are available to all segments of the community.

#### **Homeless**

Homelessness is a difficult issue to quantify. The homeless are generally mobile, often crossing from one city or county into another. The mild winter climate in the Coachella Valley may attract the homeless in those months. Hot summer temperatures encourage the homeless to seek daytime shelter in air conditioned places such as libraries, malls, and other buildings open to the public.

The primary provider of services to the homeless in the Coachella Valley is Catholic Charities, a non-profit, nondenominational organization. Catholic Charities and the Housing Authority of the County of Riverside operate Nightingale Manor, a 14-unit emergency shelter for homeless families. The shelter is located in Palm Springs, but serves families from the entire Coachella Valley region. Casa San Miguel provides 24 units for potentially homeless persons. In addition,

Shelter from the Storm, a women's shelter, provides temporary housing throughout the Valley for abused women and their children.

Primary reasons for homelessness presented to Catholic Charities include sudden job loss, illness and lack of medical insurance, family break-ups such as divorce, and seasonal job layoffs or reduction in hours. Catholic Charities reports Nightingale Manor shelters approximately two hundred families per year. In addition to providing shelter, Catholic Charities offers a range of social services from counseling to distribution of bus passes.

Other groups of homeless individuals not served by the facility at Nightingale Manor include the mentally ill, those with chemical dependencies, and those who voluntarily choose a transient lifestyle. These individuals may be served by the Coachella Valley Rescue Mission, located in Indio, or by the Emergency Cold Weather Shelter, located at the National Guard Armory in Indio, in the winter months. However, these facilities provide only emergency shelter and do not deal with the causes of homelessness.

A survey with the Police Department in Cathedral City and neighboring cities indicates that in general, Cathedral City has less of a problem than the cities of Palm Springs, Indio and Coachella. It is estimated that approximately 15 to 20 people are living on the streets in Cathedral City.

### **Elderly**

In 1980 the percentage of Cathedral City's population that was 65 years of age or older was 22.6%. The 1990 Census showed a decrease to only 13.9% of the population being 65 or older, representing a total of 4,182 persons. Although the percentage of elderly residents decreased, the City's percentage was still slightly higher than the County average of 13.2%. The higher proportion of elderly residents is likely to continue, with the Coachella Valley's reputation as a retirement area and the City's affordable housing costs.

Affordability can be an issue of special concern to the elderly, who are often on fixed retirement incomes. In addition, the elderly may require assistance with housekeeping, maintenance, and repairs to remain in their own homes as long as possible. Special design features that may be needed include elimination of barriers such as steps and the provision of recreational and social amenities.

As the elderly become less independent and require more care, a continuum of housing options becomes important, ranging from independent unassisted living, to congregate or board care facilities which provide meals, maid service, and social opportunities, to nursing care facilities which provide complete medical care.

The 1990 Census indicates 3,174 households in Cathedral City receive Social Security. The mean income for these households was \$8,510, well below the very low income category. Census data also show 1,650 households received retirement income. The mean income of these households was \$9,457.

The City has a number of projects and programs available for the senior population, as enumerated in Table 30, above. Also available to seniors and handicapped are free smoke alarms and fire inspections provided courtesy of the Fire Department and the Office of Housing Assistance.

### **Handicapped**

The 1989 CVAG Regional Housing Needs Analysis, based on 1980 Census data, estimated 800 handicapped individuals reside in Cathedral City. The 1978 Special Census has also provided a basis, estimating 15.8% of all households within City boundaries to have at least one member who is handicapped or has a disability.

The City has 39 units of housing specifically designed for disabled persons, as well as two apartment projects which accept both senior and disabled residents. The City adheres to State guidelines regarding handicap access, etc., and promotes the use of architectural design techniques which aid the disabled.

The Americans with Disabilities Act requires all new multi-family construction include a percentage of units accessible to the handicapped. The City of Cathedral City monitors and requires compliance with these standards as part of the Building Permit review, issuance, and inspection process.

### **Single Parent Families and Female Headed Households**

Female headed households tend to be predominantly a low income group. Compared to other households, this group:

- Has low incomes and high poverty rates
- Pay high percentages of income for housing
- Has a low home ownership rate
- Has high rates of overcrowding
- Head of household is younger than the median age for head of household, except for seniors on Social Security

The 1990 Census indicated there were 1,483 children under 18 years of age in Cathedral City living in families whose incomes are below the national poverty level. Of these, 596 (40.2%) lived in female headed households.

Primary housing needs for these single-parent households include affordability and units of appropriate size.

### **Large Families**

The 1990 Census indicated there were 1,643 households in Cathedral City with five or more members, accounting for nearly 11% of the households in the City. Some of these households are due to the consolidation of multiple families, which have shared housing to reduce housing costs. If these consolidated family units could each obtain affordable housing, large units would not be necessary in some cases.

Large families such as these have a special need for three, four, or more bedroom units. Units of this size, affordable to low and moderate income households, are limited, but are provided at Terracina apartments.

### Quantified Objectives

A number of housing units in the City are of older construction, and require either rehabilitation or conservation in order to maintain them as viable housing for the City's population. As such, the City has implemented programs, as discussed above, to provide funding and assistance in the rehabilitation of housing units. Areas of particular concern include the Downtown, the Whitewater neighborhood, and the neighborhood north of Dinah Shore Drive, and west of Date Palm Drive.

**Table III-31**  
**Quantified Objectives Matrix (1998-2005)**

<b>Income Category</b>	<b>Very Low</b>	<b>Low</b>	<b>Moderate</b>	<b>High</b>	<b>Total</b>
New Construction	208	142	186	329	<b>853</b>
Rehabilitation	50	50	50	0	<b>150</b>
Conservation	20	20	0	0	<b>40</b>

The City's rehabilitation and conservation objectives will be funded through the implementation of Redevelopment Agency funding programs, as discussed below.

### Redevelopment Agency Funding

The Redevelopment Agency of the City of Cathedral City receives \$2,400,000 annually in housing set-aside funds. The City has set goals for the expenditure of housing set-aside for the period from 1999 through 2004 by completing its Redevelopment Implementation Plan.

For the period from 2000 through 2004, the City has estimated \$545,000 annually for neighborhood revitalization and rehabilitation; with an estimated cost per unit for substantial rehabilitation of \$25,000, and an average cost per unit for more modest projects at \$6,000. This estimated amount will also be utilized for crime-free neighborhood protection and code enforcement activities. Altogether, 40 units are expected to be assisted annually through this funding source.

The City has estimated \$250,000 annually for land acquisition for the period from 1999 through 2004. The Agency has also projected the expenditure of \$75,000 annually for a First Time Homebuyer program in 2000-2001 and 2001-2002, assisting 60 households during that time period.

### Energy Conservation

The hot summer climate in Cathedral City and the need for cooling makes energy conservation particularly important. Title 24 Building Code requirements require energy efficiency in all new construction of housing through design features, insulation, and active solar devices.

An unfortunate side effect of requiring energy efficient new construction is an increase in the cost of construction of new housing. When evaluating energy efficiency standards above and beyond the State-mandated Title 24, local jurisdictions must balance the increase in the cost of housing with the reduction in monthly utility bills for the user.

Land use patterns also impact energy conservation. Infill and concentrated land use patterns minimize travel time and distance to work and shopping destinations and reduce the cost of providing utilities/infrastructure and public services. Mass transit is most efficient when traveling major corridors that link population centers and employment centers. More rural land use patterns discourage mass transit and alternative modes of transportation such as buses in favor of automobiles, contributing to energy consumption.

### **Public Participation**

As part of the preparation of this Housing Element, the City has conducted City Council study sessions, public workshops, and Planning Commission and City Council hearings to review the goals, policies and programs included in this element. The public participation program was fully advertised, and special flyers were distributed to stakeholders in the City and the Valley as a whole. Flyers were sent to the Coachella Valley Housing Coalition, the Desert AIDS Project, the Housing Authority, and others who have expressed an interest in housing issues in the City.

## **GOALS POLICIES AND PROGRAMS**

### **Goal 1**

A broad range of housing types located in all the City's neighborhoods, which meets the needs of all existing and future households.

### **Goal 2**

Redevelopment Agency Housing Fund expenditures to cost-effectively provide affordable housing for very low, low and moderate income households.

### **Goal 3**

The maintenance and rehabilitation of the City's residential neighborhoods.

### **Policy 1**

Ensure that the quality of dwelling units in existing neighborhoods is improved, conserved, rehabilitated and maintained.



**Program 1.A**

Maintain the Community Home Improvement Program (CHIP), Assessment District Financial Assistance Program (ADFAP) and the Sewer Hook-up Assistance Redevelopment Program (SHARP), allowing grants and loan assistance programs for qualifying very low, low and moderate income households in order to encourage the rehabilitation of existing housing units.

**Responsible Agency:** Redevelopment Agency; Office of Housing Assistance

**Schedule:** Annual budget allocations.

**Program 1.B**

All City codes, including the Uniform Building Code, will be enforced in the City so that existing units are maintained in good repair.

**Responsible Agency:** Planning Department; Fire Department

**Schedule:** On- going.

**Program 1.C**

Develop a rehabilitation and neighborhood revitalization plan for that area north of Dinah Shore Drive, generally west of Date Palm Drive, known as the Whitewater neighborhood, which targets short, medium and long range plans for the rehabilitation of existing duplexes, and the development of quality single and multiple family housing.

**Responsible Agency:** Redevelopment Agency; Office of Housing Assistance; Planning Department.

**Schedule:** 2001-2002.

**Program 1.D**

Identify existing neighborhoods with substandard infrastructure, including partially paved roads, substandard water lines, flooding problems, absence of sewer service and lack of street lighting, quantify the need for improvements and identify funding sources.

**Responsible Agency:** Planning Department; Public Works

**Schedule:** 2001-02

**Program 1.E**

The Code Enforcement Department shall continue its Target Areas program in existing neighborhoods, to maintain and upgrade living conditions in those neighborhoods with serious endemic problems (Downtown, Cove, Whitewater and Dream Homes).

**Responsible Agency:** Code Enforcement Department

**Schedule:** On- going

**Policy 2**

Ensure that sufficient residentially designated lands and appropriate zoning exist to meet the City's future housing needs.

**Program 2.A**

Maintain the inventory of all land suitable for residential development in the Land Use Element.

**Responsible Agency:** Planning Department

**Schedule:** On- going

**Program 2.B**

Maintain land use and zoning designations in the General Plan and zoning maps, respectively, that allow for diversity of housing types and densities.

**Responsible Agency:** Planning Department

**Schedule:** On-going

**Program 2.C**

Maintain a Planned Unit Development (PUD) permit ordinance which shall allow flexibility in development standards to encourage housing construction while preserving natural resources.

**Responsible Agency:** Planning Department

**Schedule:** On-going

**Program 2.D**

Specific Plans with residential components, PUDs and Tentative Tract Maps shall provide for affordable housing within the project, or shall contribute an in-lieu fee toward the provision of off-site affordable housing. The standards shall be included in the City's Zoning Ordinance.

**Responsible Agency:** Planning Department

**Schedule:** 2001-2002; On-going as Specific Plans are submitted

**Program 2.E**

Encourage infill development and the remodeling or addition to existing homes wherever possible, to lower the costs of extending infrastructure, through the use of incentives such as Community Home Improvement Program grants.

**Responsible Department:** Redevelopment Agency

**Schedule:** On-going

**Program 2.F**

Ensure that in-fill development occurs in areas with adequate infrastructure, including streets and water and sewer lines, to support build-out of the neighborhood,.

**Responsible Department:** Planning Department

**Schedule:** Continuous

**Program 2.G**

Develop innovative housing solutions for very low and low income households and the elderly.

**Responsible Department:** Planning Dept.

**Schedule:** 2002-2003

**Policy 3**

Provide a sufficient variety of housing types to meet the housing needs of all residents, regardless of race, religion, sex, marital status, ancestry, sexual orientation, national origin or color.

**Program 3.A**

Projects which restrict 25% or more of their units to very low or low income households for 30 years shall qualify for a density bonus of 25%, pursuant to State law, over the underlying zoning designation.

**Responsible Agency:** Planning Department

**Schedule:** On-going.

**Program 3.B**

Maintain the City's database of affordable housing projects and units, and the Housing Replacement Plan, and develop action plans should these units be converted or destroyed.

**Responsible Agency:** Office of Housing Assistance

**Schedule:** 2001-2002.

**Program 3.C**

Work with private organizations -- including the Coachella Valley Housing Coalition, Shelter From the Storm, the Senior Center, Desert AIDS Project, Foundation for the Retarded or Braille Institute -- in assisting whenever possible in the housing of handicapped residents or those with special housing needs in the City.

**Responsible Agency:** Planning Department, Office of Housing Assistance

**Schedule:** 2002-2003

**Program 3.D**

The City shall enact an Ordinance which enables the City Council to waive or subsidize application and building permit fees for very low, low or special needs projects.

**Responsible Agency:** Planning Department

**Schedule:** 2001-2002

**Program 3.E**

Continue to enforce the provisions of the Federal Fair Housing Act. All complaints regarding discrimination in housing will be referred to the Riverside County Office of Fair Housing. Information on the Fair Housing Act, as well as methods of responding to complaints shall be made available at City Hall and at the Library.

**Responsible Agency:** Office of Housing Assistance

**Schedule:** On-going

**Program 3.F**

Maintain provisions for the development of homeless shelters and transitional housing as a conditional use in the Zoning Ordinance.

**Responsible Agency:** Planning Department

**Schedule:** On-gong

**Program 3.G**

Work with the Coachella Valley Association of Governments toward a regional solution for homelessness.

**Responsible Agency:** Planning Department

**Schedule:** On-gong

**Policy 4**

In order to leverage local investment, promote and facilitate the use of State and federal monies for the development and rehabilitation of affordable housing in the community.

**Program 4.A**

The City shall encourage and assist a self-help housing fund by non-profit organizations for single family, infill development through the Redevelopment Agency.

**Responsible Agency:** Redevelopment Agency

**Schedule:** 2001-2002

**Program 4.B**

The City shall continue to process requests for information on zoning, financial assistance programs, or required supporting documentation for State and federal grant or loan applications within 30 days of receipt. When conditional use permits or development review is required prior to application submittal, the City shall fast-track such applications to ensure that submittals are not delayed, assuming a timely submittal by the developer.

**Responsible Agency:** Planning Department; Redevelopment Agency

**Schedule:** 2000-2001; On-going

**Program 4.C**

Continue to distribute the City's information for developers and low income households which detail the programs available to both parties for assistance in the development and rehabilitation of low income housing.

**Responsible Agency:** Redevelopment Agency; Office of Housing Assistance

**Schedule:** On-going

**Program 4.D**

Should the City be notified of intent to sell any at-risk affordable housing developments, all possible funding sources, including CDBG and RDA housing set-aside funds will be considered to facilitate purchase of such a project. All non-profit organizations which have expressed an interest in purchasing such projects, including the Riverside County Economic Development Agency Housing Authority and other non-profit groups will be notified immediately of any such properties for sale.

**Responsible Agency:** Redevelopment Agency; Office of Housing Assistance

**Schedule:** Ongoing.

**Program 4.E**

Identify and maintain a database of infill lots throughout the community which would be appropriate for the development of affordable housing, including self-help ownership housing. Promote these parcels in the development community, through brochures, potential streamlined processing incentives, and other means.

**Responsible Agency:** Planning Department; Office of Housing Assistance

**Schedule:** 2000-2001

**Policy 5**

Promote and preserve mobile home parks for their value as low and moderate income housing opportunities.

**Program 5.A**

Any conversion of existing mobile home parks to permanent housing will continue to be regulated by ordinance to ensure that an appropriate relocation plan for park residents is developed and implemented.

**Responsible Agency:** Planning Department

**Schedule:** Immediate; Continuous.

**Program 5.B**

Maintain a mobile home rent control ordinance which protects all mobile home residents who do not have long-term lease agreements.

**Responsible Agency:** Office of Housing Assistance

**Schedule:** On-going

**Policy 6**

Continue to redevelop the Downtown with a mix of higher density housing.

**Program 6.A**

The Redevelopment Agency will continue to pursue prototype higher density housing in the Downtown area, to further the concepts of mixed use, urban core presented in the Downtown Precise Plan.

**Responsible Agency:** Redevelopment Agency, Planning Department

**Schedule:** 2001-2002; On-going

**Policy 7**

The City shall encourage crime-free housing programs for all projects constructed in the City.

**Program 7.A**

All projects shall be reviewed by the Police and Fire Departments to ensure that adequate security and 'defensible space' is provided.

**Responsible Agency:** Planning Department; Police and Fire Departments

**Schedule:** On-going

**Program 7.B**

The Redevelopment Agency shall consider establishing a policy for Crime-Free Housing, and on-site management of any project for which the Agency provides funds or assists in any way.

**Responsible Agency:** Redevelopment Agency

**Schedule:** On-going

**Policy 8**

Ensure that new and rehabilitated housing is efficient in its use of energy and natural resources.

**Program 8.A**

Ensure that new development and rehabilitation efforts, whenever possible, maximize energy efficiency through architectural and landscape design and the use of renewable resources and conservation. Set aside funds shall be considered for projects which provide high levels of energy conservation for affordable housing.

**Responsible Agency:** Planning Department; Office of Housing Assistance

**Schedule:** On-going

**Policy 9**

Encourage the development of appropriate unit sizes in affordable multi-family rental projects and granny flats on single family lots in order to alleviate overcrowding.

**Program 9.A**

Encourage multi-family rental and owner-occupied projects which include three and four bedroom units as a portion of the overall development. Larger units shall be encouraged through direct RDA participation or through bond financing for affordable housing through the County Housing Authority or other appropriate means.

**Responsible Department:** Planning Department; Redevelopment Agency

**Schedule:** 2000-2001; On-going

**Policy 10**

Facilitate the development and preservation of senior housing through incentives and assistance programs.

**Program 10.A**

Maintain the Senior Home Repair Program to encourage maintenance and rehabilitation of existing housing units for the elderly.

**Responsible Agency:** Redevelopment Agency

**Schedule:** On-going

**Program 10.B**

In older neighborhoods where low and very low income seniors are a significant portion of the residents, consider the assignment of bond proceeds for the improvement of streets, water and flood control improvements to bring these facilities into compliance with current standards.

**Responsible Agency:** Redevelopment Agency; Planning Department

**Schedule:** On-going

**Policy 11**

High density, affordable and senior projects shall be located with convenient access to shopping, public transit, and school and park facilities.

**Program 11.A**

Require developers of affordable and senior housing projects to confer with SunLine Transit regarding the provision of service to the project.

**Responsible Agency:** Planning Department

**Schedule:** Continuous

**Program 11.B**

Ensure that affordable and senior housing projects are located in areas with adequate public improvements, including streets and sidewalks.

**Responsible Agency:** Planning Department

**Schedule:** Continuous

**Policy 12**

As part of its mandated annual review of the General Plan, City staff shall include an analysis of the consistency of the Housing Element with the rest of the General Plan.

# ***PARKS AND RECREATION ELEMENT***

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## **PURPOSE**

Abundant parkland and recreational facilities in the City and its vicinity are key elements to the quality of life enjoyed by the residents. Parklands and related spaces not only provide recreational opportunities for residents and visitors, but also help to develop and enhance the City's character and image. Parks and recreational areas are people-centered places that work to invigorate the physical, mental and spiritual health of the community's residents. They create focal points for neighborhoods and communities to gather, creating a sense of place and significance within the City. The purpose of this Element is to recognize the importance of parks and recreational areas, and to guide their expansion and improvement throughout the City. This Element also includes a section on bikeways and trails, an essential component of the park and recreation system within the City, and an additional amenity for its residents. The development of a cohesive system of bikeways and trails can enhance the quality of life and add to recreational opportunities. The goals, policies and programs set forth in this element help to plan for and provide sufficient parkland and recreational space that reflects and is responsive to the needs of the City.

## **BACKGROUND**

The Parks and Recreation Element is directly related to the Land Use and Open Space and Conservation Elements in the designation and preservation of recreational open space areas. It is also related to the Community Image and Urban Design Element in its integration of pedestrian access and recreational areas. Parks and recreational facilities also play an important role in attracting new residents and tourists, a key to economic growth, and provide a direct link to the Economic Development Element. It is also related to the Noise and Circulation Element in its use of natural buffers, trails and open space to enhance the natural resources of the community.

Government Code Section 65560 requires that the General Plan include discussion of areas particularly suited for parks and recreational purposes, including areas with links between major recreation and open space reservations, trails, and scenic highways. Section 65561 states that the preservation of park land is necessary not only for the maintenance of the economy of the state, but also for the assurance of the continued availability of land for the enjoyment of scenic beauty and recreation. Government Code Sections 66477 and 66479 enable local governments to require park site dedications, or fees in lieu of dedication, as conditions of subdivision and parcel map approval, if the recreational facilities are consistent with the General Plan. Trail designations are also required as part of Section 5076 of the Public Resources Code.



## **PARKS**

Parks are public spaces that serve a variety of functions in a community. While parklands are generally provided for recreational opportunities, they can transcend simple recreational uses. They provide a pleasing contrast to an urban environment, by breaking up the monotony of high-density office, commercial and residential areas. They offer a place for social and cultural activities, enriching and promoting the community's sense of place. Parks provide for the physical and mental development of the City's youth, through the organization of team sports and competitions. Parks are also utilized to display public art and special landscaping designs, which help to improve the community's physical attributes.

Park design should incorporate such elements as diverse activities and uses, access and linkage, comfort and image, and sociability. A park with a wide range of amenities and activities can attract a broader range of people and make a more dynamic and interesting setting. While recreational amenities are a key component, it is important to also provide for other uses, including, but not limited to cultural and social activities. A park should also be easy to see and easy to get to. If a park is easily accessible and linked to main areas within a community, then it will be used more frequently. Comfort and image is another element that a park's design should consider. The details within the park should welcome people and include design amenities that offer shade, a comfortable place to sit, and a pleasant and attractive environment. Lastly, a park should be a sociable place where people can go to observe the passing scene, meet friends and have fun with a wide range of people. Above all, parks should function as people places that bring residents together.

### **Service Providers**

Parks and recreation services within the City of Cathedral City are provided by the Cathedral City Parks and Recreation Division. The Division provides guidance in the operations of the City's park facilities and recreational programs. The Division operates a variety of recreational programs, including after school camp programs, off track programs and special events. In addition, the Division provides active recreation programs, including karate, dance, physical fitness and crafts instruction through contract instructors.

While schools are not recreation providers, they can help to provide park facilities for public use in a community. Joint-use facilities enable the public to utilize a school's existing space and equipment for passive and active recreation. Palm Springs Unified School District currently (2001) provides for one joint-use park facility within the City (this facility is further discussed below). School facilities are a good resource to use in helping to meet the recreational demands of the community, and joint use agreements should be pursued in more school locations throughout the City.

### **Park Classifications**

#### *Mini Parks, Pocket Parks and Plazas*

Mini parks, pocket parks, and plazas are less than three acres in size, and are typically used for limited, isolated or unique purposes. Facilities vary depending on the location and function of the park, but generally they are not designed for structured or organized play. In addition to the

traditional residential setting, mini parks, pocket parks and plazas may be situated in office, business or commercial centers, and utilized as a space for rest, relaxation and socializing. This use of space can also contribute significantly to community design by adding aesthetic appeal with public art and landscape design, and by providing greenbelts in urban areas.

Mini parks or pocket parks can often be located in high-density residential development, taking the form of grassy areas or children's play lots. Because of their small size and specialized or limited activity areas, mini parks, pocket parks and plazas do not count towards meeting the active recreational needs of a community. However, they make good use of a small space, and offer various benefits to the community. Mini parks, pocket parks and plazas contribute to a well-rounded community park system, and should be encouraged as opportunities arise.

### *Neighborhood Parks*

Neighborhood parks remain the basic unit of the park system. They are devoted primarily to a small portion of the City, serving the recreational and social needs of a neighborhood. Neighborhood parks are designed for active and passive recreation, and are generally located within walking and bicycle distance of residences. Park facilities are usually oriented toward the recreational needs of children, but may also include volleyball courts, half-size basketball courts and picnic and play areas that serve all age groups. Restrooms or off-street parking are usually provided.



**Century Park**



**Panorama Park**

The size of neighborhood parks is dependent on the available land and its relationship to neighborhood residences, but is generally five to ten acres, serving an area within a 1.5 mile radius. Neighborhood parks are an important feature within a community, and should be designed to provide for a wide range of leisure and recreational activities. In particular, they should serve as a focal point within a neighborhood, attracting nearby residents and visitors for social activity, special events and to help develop a sense of community. It is also important to locate neighborhood parks on quieter local streets, to facilitate access and improve safety.

### *Community Parks*

Community parks serve all ages, and may include facilities for low-intensity or passive recreational opportunities, lighted fields, tennis and sports courts, swimming pools and areas or buildings for community festivals and civic events, as well as for organized indoor sport and athletic competitions. Generally, restrooms and off-street parking are provided. While community parks serve larger areas of the City than do neighborhood parks, they often also

fulfill a neighborhood function. Community parks are usually 20 acres or larger, and designed to serve an area within a 5 mile radius.

#### *School Parks*

This classification consists of parks or playgrounds built adjacent to but separate from educational facilities that may serve either a neighborhood or a larger area. Parks on school grounds are usually equivalent to neighborhood parks (as described above), but may also include sports fields for soccer or baseball. Establishing a joint-use agreement with the school district will help the City meet its demand for parklands.

#### *Regional Parks*

Regional parks are usually at least 50 acres in size and serve the entire City or region. While regional parks can provide for varying intensities of recreational activity, a portion of the park is generally maintained in a natural setting for passive recreation use or preservation of the environment. Facilities within regional parks are similar to those in community parks, often on a larger scale, or including active or organized recreational activities which would not fit in a community park.

#### **Existing Park Facilities**

There are currently five parks within the City and its planning area, all of which are classified as neighborhood parks. The following Table lists each park, its classification, size and ownership status, and the amenities it offers.

**Table III-32  
City of Cathedral City Parks Inventory**

Park Facility Name	Parkland Classification	Acreage	Owner/ Administrator	Amenities
Panorama Park	Neighborhood	7.5	City	1,2,3,4,5,6,7, 8,9,10,11,12,
Agua Caliente Park	Neighborhood	6	School District	1, 2, 3, 5, 6, 7, 8, 12
Patriot Park	Neighborhood	6	City	6, 8,12
Century Park	Neighborhood	5	City	1,2, 3, 4, 6, 7, 8, 10, 12
Second Street	Neighborhood	2.5	School District	1, 3, 4, 5, 7, 8, 10,12
1= BALL FIELD 2= BASKETBALL 3= VOLLEYBALL	4= TENNIS 5= SOCCER FIELDS 6= OPEN GRASS/TURF	7= PLAYGROUND 8= PICNIC AREA 9= SPRAY POOL	10= RESTROOMS 11= JOGGING TRACK 12= SHADE STRUCTURES	

## **Additional Facilities**

The Cathedral City Parks and Recreation Division also operates a community center that offers a variety of recreational and educational opportunities to the City's residents. The center includes rooms for classes, a pool table and other games, a fully equipped kitchen, bathroom facilities and a gated patio area. The Center offers an off track program for children 6-12 years of age, Monday through Friday. The off track program offers a structured environment for activities such as arts and crafts, sports, games, field trips and movies. The Center also offers an after-school camp that features similar activities. The Community Center also holds a variety of classes for adults, as well as rented space for parties or gatherings. The City is also home to the Cathedral City Boys and Girls Club, which provides after school and other programs for children in the community. The Club is located on Whispering Palms Trail. Finally, the opening of the Town Square and Fountain of Life has resulted in recreational opportunities of many kinds, including a water play area at the fountain, and a number of special events on the square.

Although private recreational facilities should not be relied upon to meet the City's recreational needs, they do make up a significant portion of recreational opportunities throughout the Valley. Big League Dreams Sports Park is located within the City, adjacent to Cathedral City High School. The sports park complex features facilities for a variety of team sports and activities. It includes five softball/baseball fields, and facilities for basketball, roller hockey, soccer, flag football, and volleyball, as well as a restaurant, multi-purpose fields, batting cages, a sporting goods store and instructional schools. During the week, the park hosts league games for local athletes of all ages, and on the weekend hosts tournaments with teams from around the world. In addition, Big League Dreams hosts televised celebrity sports events, corporate gatherings and picnics, instructional camps and clinics, fantasy camps, 10K runs, car shows, sports memorabilia shows, concerts and church outings. Other commercial recreational activities in the City include the Boomers facility, which provides miniature golf, bumper cars and arcade games for children and adults.

Golf courses also contribute significantly to the recreational opportunities of the Valley. While the majority of golf courses are associated with resort residential development in the City, they are used frequently by residents and visitors throughout the Valley. The City is home to the Cimarron, Cathedral Canyon Country Club, Date Palm Country Club, Outdoor Resorts and Desert Princess golf courses, which all are accessible to the public. It is also important to note that golf courses are an integral part of the City's and region's economy.

Insert Exhibit III-8 of Parks in City

## **Parks Planning**

A fundamental component to parks planning is to assess the needs of community. A local needs analysis should take into account the particular demographic characteristics of Cathedral City residents and visitors, and should be adjusted for any opportunities or limitations that exist or may occur in the future. The main objective is to identify areas where parks are needed and to develop definitive standards and policies for meeting the desired conditions. Quimby Act standards are frequently used to determine the adequacy of parkland provided in a community.

The Quimby Act (Government Code Section 66477), a section within the Subdivision Map Act, allows local governments to adopt an ordinance to require the dedication of land or payment of fees for park and recreational purposes. However, before such a condition can be validly attached to the approval of a map the following criteria must be met:

- The ordinance must be in effect for a period of thirty days before filing tentative or parcel map
- The ordinance must include definitive standards for determining the proportion of the subdivision to be dedicated or the amount of the fee to be paid. The dedication or payment shall not exceed a proportionate amount necessary to provide three acres of park per 1,000 subdivision residents.
- The land or fees are to be used only for the purpose of developing new or rehabilitating existing park or recreational facilities to serve the subdivision.
- The city must have a general plan or specific plan containing policies and standards for park and recreational facilities in accordance with definite principles and standards.
- The city shall develop a schedule specifying how, when and where it will use the land or fees to develop park and recreational facilities.
- Only the payment of fees may be required for subdivisions containing fifty parcels or fewer.

Based on the City's current population, which the 2000 census estimates at 42,647, and using the Quimby Act recommendation of three acres per thousand population, the City currently needs a total of 128 acres of parks, and has 28 acres. At buildout utilizing this recommended standard, with a total population of 93,345, the City will need 280 acres of parkland.

As a guide for implementation of the Plan's park proposals, specific standards are established for distribution, size and service radii for neighborhood, community and mini parks (See Table III-32). The City does not currently (2001) have an established standard, but instead relies on individual development agreements with developers as projects are proposed in the City.

**Table III-33  
Standards for Recreational Areas**

Type of Park Area	Acres/1,000 Population	Ideal Site Size/Min.	Radius of Area Served
Community Parks	5.0	50 ac/20 ac	4.0 miles
Neighborhood Parks	1.0	15+ac/15 ac	0.5 miles
Playgrounds	1.0	15+ac/15 ac	0.5 miles
Playfields	1.0	15 ac/15 ac	1.5 miles
Mini Parks	0.25	1 ac/0.5 ac	0.25 miles

### Land Acquisition and Funding Mechanisms

In addition to the Quimby Act, there is legislation to help cities acquire and preserve areas for recreational use. Although funding for the acquisition of additional parkland can be difficult for many cities, there are statewide programs to help facilitate parkland financing. The following discussion provides a summary of these options.

- *Park In Lieu Fees*-stem from the Quimby Act. It includes dedication of land for parks, or where a subdivision is small, a fee in lieu of dedicating land. The limitations to this type of financing are that infill projects such as condos and apartments are exempt and the fee applies primarily to parkland and land improvements in new neighborhoods.
- *Development Impact Fees*-apply only to new development and may only be assessed for new capital costs related to the new development where a defined beneficiary relationship to cost can be established. Within these limitations, Park Facility fees may be established for all land uses under the premise that residents, workers, shoppers and tourists use City Parks.
- *Development Agreements*- are contracts between the City and a developer that outline in detail the responsibilities of each party, resulting in a commitment to the developer of vested rights to subdivide and develop. With development agreements, the developer is assured the right to develop in exchange for negotiated exactions, which can include parks or park fees.

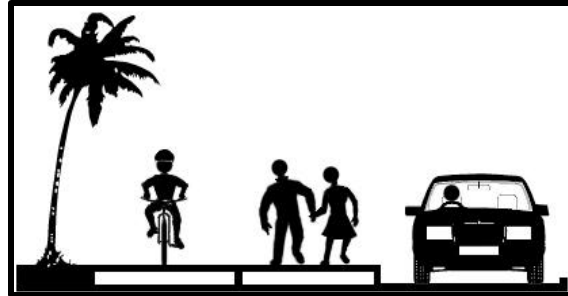
The above funding mechanisms are private development project-specific and stem directly from project development. Other funding sources stem from individual proposed public projects, they include:

- Mello Roos Districts
- Benefit Assessment Districts
- General Obligation Bonds
- Special Tax Revenues & Redevelopment Agency Financing.

## TRAILS, BIKEWAYS AND WALKING PATHS

Bikeways, trails and pathways are an important recreational and community resource. A complete network of bikeways and pedestrian pathways within an urban environment helps to reduce the reliance on cars, and contribute to a healthier city. By situating bikeways and pedestrian pathways in central locations, communities can create an entire network of alternative transportation, enabling residents and visitors to walk or bike to any destination. Biking and pedestrian access helps to promote a sense of community by encouraging people to interact and enjoy the amenities within the City.

**Class I Bicycle-Way  
Option A**



**Class I Bicycle-Way  
Option B**

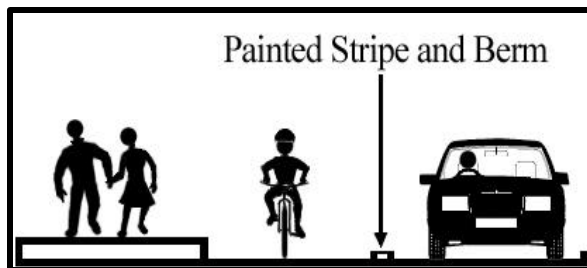


Hiking trails provide access to areas within a natural setting, and an escape from the noise and stress of the urban environment. Hiking allows people to take pleasure in, and gain appreciation for, an area's natural resources and open space lands. It also provides a rejuvenating and energizing experience that is mentally, emotionally, physically and spiritually rewarding. A local trails system creates a recreational setting that offers many benefits to the community.

### Bikeways

Bicycle facilities are identified in I, II or III classifications. The Class I bikeway is a bicycle path that is completely separated from a roadway or highway, and is often in the form of a combined pedestrian and bicycle pathway.

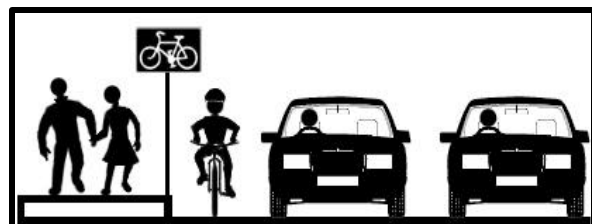
**Class II Bicycle-Way**



Class II bikeways are signed and striped bicycle lanes within the paved section of the street. Class II bicycle ways provide a restricted right-of-way, with through travel by motorists or pedestrians prohibited, but with crossflows of pedestrian and motor traffic permitted.

Class III bikeways are designated but unmarked bike routes that are located on the street amidst vehicular traffic.

**Class III Bicycle-way**





Currently, the only bikeway in the City is the portion of a regional Class I route that is located in the Whitewater River. A modified Class I bike trail is scheduled for construction on the south side of Dinah Shore, from the western to the eastern City limits. A Class II bikeway is scheduled for completion in the fall of 2001 on 30th Avenue, from the western to the eastern City limits. Development of Class I and II bikeways along major streets within the City should be a top priority for meeting the recreational needs of the City. Planning for these facilities will help to create a more livable and healthy community.

### **Hiking Trails**

The Valley is surrounded by a complex regional trail system which occurs primarily in the San Jacinto and Santa Rosa Mountains. Trails beginning on the Valley floor connect to mountain trails which can lead the hiker to Idyllwild, the top of the Palm Springs Aerial Tramway, and beyond. The discussion below includes trails located in and around the City and its planning area.

The **Art Smith Trail** is a 16-mile long trail that extends from Palm Canyon's trails to the Palm Desert's portion of the Santa Rosa Mountains. This is a strenuous hike with a 1,200-foot

elevation gain. The trail traverses the entire ridgeline of the Santa Rosa Mountains, which exhibits abundant plant and animal life. The Art Smith Trail accommodates hiking, mountain biking and equestrian use.

The **Murray Hill Trail** is located in the eastern portion of Palm Springs, and is accessed behind the 1905 Elks Lodge on Elks Trail. The trail is a strenuous, 10-mile hike that climbs 2,100 feet to the top of Murray Hill. This trail also offers links to other hikes around Murray Hill, including the Clara Burgess and Wildhorse Trails, and access to the Eagle Canyon Oasis. The peak of Murray Hill offers views of Palm Springs, Cathedral City, Palm Canyon and the San Jacinto Mountains.

The **Araby Trail**, also called the "trail to the stars", climbs above the Bob Hope Estate and the home of the late Steve McQueen. The trail is accessed off of Rimcrest/Southridge Road in Palm Springs. It is a moderate, 6-mile hike, with an 800-foot elevation gain. The trail also connects with the Berns/Garstin/Henderson Trails and many other smaller trails found in the foothills. The **Earl Henderson Trail** and **Shannon Trail Loop** are two hiking trails that are located on the ridges and plateaus surrounding Murray Hill, east of Palm Canyon. The trails offer scenic views of south Palm Springs and the San Jacinto Mountains. The Earl Henderson Trail is an easy 4 mile hike, with an elevation gain of 400 feet. The Shannon Trail Loop is a moderate hike that is 7 miles long, and gains 1,000 feet in elevation. Both trails can be accessed from Araby Drive in Palm Springs.

**Canyon Trail** is a hiking and equestrian 2 mile trail which can be accessed from Garstin, Shannon or Araby trails, west of Cathedral City.

On the north side of the City, trail opportunities are more limited. The **Long Canyon Trail**, however, is accessed from a trailhead north of Long Canyon Road, north of the planning area. The trail extends into Joshua Tree National Park, and although strenuous, can serve as access to the facilities and trails within the park.

## **FUTURE DIRECTIONS**

Currently, parks are few in number, and developed acreage falls far below the recommended standard. One of the City's primary goals for the future should be to establish standards, and identify and develop parklands. Parks and recreational facilities have many important functions in the community. Creating a more diverse system of parks that enhances existing facilities, and plans for and designs new parks for the growing population, will assure the City meets the needs of the community and works to improve the quality of life for its residents .

The City should also focus on creating bikeways and pedestrian pathways along the City's arterial streets. An extensive biking and pedestrian network will provide a much needed recreational facility for the City and for the region. The network should be linked to important locations within the community to decrease the dependence on vehicles and to create a more livable and healthy City.

## **GOALS, POLICIES AND PROGRAMS**

### **Goal 1**

Establish a diversified, high quality public park system that provides recreation opportunities at a variety of scales for all residents.

### **Goal 2**

An accessible, safe park system that provides spaces that encourage public gathering and participation.

### **Goal 3**

A comprehensive bikeway and walking path system which connects homes to work places, commercial venues and recreational facilities, as well as other cities in the Valley.

### **Policy 1**

The City will utilize the Quimby Act to provide at least three (3.0) acres of community and neighborhood parkland per 1,000 population.

### **Program 1.A**

Develop a park master plan that addresses the proposed and anticipated parks and recreational facilities to be developed within the City.

**Responsible Agency:** Parks and Recreation Division; Parks and Recreation Commission; Planning Commission

**Schedule:** Immediate

**Program 1.B**

Investigate the broad range of sources of purchase financing and operating revenue, including Development Impact Fees, Mello Roos special districts, public/private ventures, state and federal grant opportunities, developer fees and inter-agency joint use agreements to supplement revenues collected for parks and recreation projects.

**Responsible Agency:** Parks and Recreation Division; City Council; Planning Commission

**Schedule:** Immediate; Continuous

**Program 1.B**

The City shall pursue a joint-use agreement with the Palm Springs Unified School District to encourage the cooperative use of public school recreational facilities and to allow for efficient land acquisition and development for future joint school-park sites.

**Responsible Agency:** City Manager's Office; Parks and Recreation Division; Palm Springs Unified School District

**Schedule:** Immediate

**Policy 2**

The City will strive to distribute parks and recreation facilities in a manner that is convenient to City neighborhoods and proportionally balanced within population concentrations.

**Program 2.A**

The location and design of neighborhood parks shall consider neighborhood suggestions and input regarding facility needs, vehicular and pedestrian access, noise and lighting impacts and public safety.

**Responsible Agency:** Parks and Recreation Division; Parks Commission

**Schedule:** Ongoing

**Program 2.B**

City staff shall identify and prioritize park development projects based upon need, land availability, and funding.

**Responsible Agency:** Parks and Recreation Division; Parks Commission

**Schedule:** Immediate

**Program 2.C**

Promote the development of parks in all neighborhoods lacking proximity to park facilities.

**Responsible Agency:** Parks and Recreation Division; Parks Commission

**Schedule:** Ongoing

**Policy 3**

Consult and coordinate with neighboring communities, including the cities of Palm Springs and Rancho Mirage, in developing joint recreational facilities that benefit residents and visitors.

**Policy 4**

The design of City parks and trails shall accommodate the special needs of the disabled and senior population in Cathedral City.

**Program 4.A**

Enhanced accessibility shall be included in the planning of park areas and facilities, in accordance with the Americans with Disabilities Act (ADA), and shall include increased wheelchair accessibility and other requirements needed for the elderly and disabled.

**Responsible Agency:** Parks and Recreation Division; Public Works Department

**Schedule:** Ongoing

**Policy 5**

Assess the feasibility and appropriateness of expanding the community center complex and recreational programs to include facilities such as public aquatics, a gymnasium and/or tennis courts and more programs and/or classes.

**Program 5.A**

Estimate primary costs and evaluate possible financing methods for expansion of the community center complex, and its potential relocation or expansion into the northern portion of the City.

**Responsible Agency:** Parks and Recreation Division; Planning Commission; Parks Commission; City Council

**Schedule:** 2002-2003

**Program 5.B**

Develop and implement plans for the expansion of the community center complex to broaden active recreational opportunities.

**Responsible Agency:** Parks and Recreation Division; Planning Commission; Parks Commission; City Council

**Schedule:** 2004-2005

**Policy 6**

Encourage regional consideration of converting all or portions of Edom Hill County Landfill as a potential regional park site.

**Program 6.A**

Evaluate the potential conversion of the Edom Hill Landfill to a regional park in cooperation with regional agencies including Riverside County and the Coachella Valley Association of Governments.

**Responsible Agency:** Parks and Recreation Division, City Manager's Office, Riverside County, CVAG

**Schedule:** Immediate

**Policy 7**

Require developers of new residential projects to provide on-site recreational and/or open space facilities to offset the demand for park facilities generated by the projects' residents.

**Policy 8**

Encourage the development of recreational programs and activities that serve all population segments, including children, the elderly and the disabled.

**Program 8.A**

Inform citizens of recreational programs and events to encourage participation.

**Responsible Agency:** Parks and Recreation Division, Parks Commission

**Schedule:** Ongoing

**Policy 9**

All City parks and recreational facilities shall provide safe and secure environment for Cathedral City residents and visitors.

**Program 9.A**

Plans for proposed parks, trails and other recreational facilities shall be thoroughly reviewed and evaluated by City staff to assure adequate lighting, parking lots and visibility.

**Responsible Agency:** Planning Department; Police Department; Fire Department; Parks and Recreation Division

**Schedule:** Ongoing

**Program 9.B**

Provide for strict code enforcement and police patrols to discourage and prevent unlawful activity in City parks.

**Responsible Agency:** Code Enforcement Department; Police Department

**Schedule:** Ongoing

**Policy 10**

The City shall consider alternative methods of providing park and recreational amenities to meet future population demands.

**Program 10.A**

Support the development of private recreational ventures that will serve the general population.

**Responsible Agency:** Planning Department; Parks and Recreation Division; Economic Development Department

**Schedule:** Ongoing

**Program 10.B**

Develop a program by which the City can accept parkland gifts and dedications that would be beneficial to the community.

**Responsible Agency:** City Attorney; Planning Department; Foundation for a Livable Community; City Council

**Schedule:** Ongoing

**Program 10.C**

Aggressively pursue all funding sources available for parks and trails, including grants, developer contributions, donations and dedications.

**Responsible Agency:** Parks and Recreation Division; City Manager's Office

**Schedule:** Immediate; Ongoing

**Policy 11**

The City shall develop and implement plans for a coordinated and connected bicycle lane network in the community that allows for safe use of bicycles on City streets.

**Program 11.A**

The City shall inventory all existing major arterial streets for potential Class I and Class II bikeways, and shall program their installation.

**Responsible Agency:** Planning Department; Engineering Division, Public Works Department; Planning Commission; City Council

**Schedule:** 2004-2005

**Program 11.B**

Class I bikeways and sidewalks should be installed on both sides of East Palm Canyon Drive, Date Palm Drive, Ramon Road and other major arterial streets where sufficient right-of-way is available.

**Responsible Agency:** Engineering Division, Public Works Department

**Schedule:** 2005-2006

**Program 11.C**

Class II bikeways should be designated on all existing arterial streets that have sufficient width to safely accommodate bicycle travel lanes.

**Responsible Agency:** Planning Department; Engineering Division, Public Works Department

**Schedule:** 2004-2005

**Program 11.D**

The City should designate Class III bicycles only where Class I and II facilities are infeasible.

**Responsible Agency:** Planning Department; Public Works Department

**Schedule:** Continuous

**Program 11.E**

The City shall continue to work with Coachella Valley Association of Governments, the Agua Caliente Band of Indians and its neighboring cities to create a valley wide bicycle and pedestrian network.

**Responsible Agency:** Planning Department; CVAG

**Schedule:** Ongoing

**Policy 12**

Where feasible, the City shall pursue opportunities to acquire public use privileges that permit access to multi-use trail corridors along the Whitewater and Palm Canyon Washes, or require new development to provide access easements to these facilities.

**Program 12.A**

Evaluate the practicality of utilizing flood control channels for multi-use trails, where flooding and safety issues can be accommodated, and negotiate inter-agency agreements with the Coachella Valley Water District and Riverside County Flood Control District for this purpose.

**Responsible Agency:** Planning Department; CVWD; Riverside County Flood Control District, DWA

**Schedule:** 2002

**Policy 13**

Participate in and encourage regional trail planning efforts in cooperation with other responsible agencies and cities, with particular emphasis placed on trails in the Santa Rosa Mountains and Indio Hills.

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# ***COMMUNITY IMAGE AND URBAN DESIGN ELEMENT***

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## **PURPOSE**

The Community Image and Urban Design Element is intended to establish general principles and mechanisms that help define and guide patterns of development in the City of Cathedral City. The goals, policies, and programs identified in this element also help to assure that new development is consistent with the existing built and natural environments. The design of the community and its physical development should reflect the essential values of the residents. For Cathedral City residents, these values include the preservation of valuable natural resources and the desert environment, and the preservation of the City's low density residential character.

## **BACKGROUND**

The Community Image and Urban Design Element is directly related to the Land Use, Circulation, and Open Space Elements. Attitudes toward land use, traffic systems, community safety, and environmental resources shape the physical development of the community and help define its character. With major local, state, and interstate roadways passing through the City, and the associated dependence on automobile travel, sustaining Cathedral City's identity and quality of life depends on maintaining continuity, uniqueness, and a "sense of place." Building and site designs that reflect the natural and historic features of the City and the Coachella Valley provide continuity of design throughout the valley.

Clearly recognized by California law is the need for and the appropriateness of community design standards and development criteria within the community. Most relevant is Government Code Section 65302, which states that "the General Plan shall consist of a statement of development policies and shall include a diagram of diagrams and text setting forth objectives, principles, standards and plan proposals," Government Code section 65302(a) addresses standards that affect population density and building intensity. Also applicable are Government Code Sections 66477 and 66470, which set forth local empowerment for preservation of open space lands.

Other legislation reinforces the adoption of community design standards, including the 1990 California Legislature enactment of Assemble Bill 325, the Water Conservation In Landscaping Act, which recognizes the state's responsibility in mitigating the effects of urbanization on its finite water resources, and the potential savings from water conserving landscape practices. In accordance with the act, the City has adopted a water conservation-oriented landscape ordinance, which meets conservation targets and addresses Community Image and Urban Design Element concerns.



Design that is sensitive both aesthetically and environmentally is essential to preserving and enhancing the diverse economic and neighborhood-based character of Cathedral City. The scale and scope of land use patterns, management of transportation, flood control facilities and community open space and conservation areas must respond and complement the human and natural environment to reflect the City's long-term community character envisioned in the General Plan.

A variety of architectural styles, materials, and colors can be supported to reflect the Southwestern flavor of the City. The integration of the natural desert environment, including rocks, gravel, and native plant materials into the urban fabric will also extend the surrounding landscape into the built environment. Existing and future development that focuses on quality design, materials, and craftsmanship will help assure the construction of a built environment of which the City can be proud.

The creation of a sense of place begins with embracing the unique environment and history of the region. A new Civic Center and street improvements along the East Palm Canyon Drive corridor were completed in 1998; an IMAX theater, in 1999, the interactive Fountain of Life in 2000, and The Mary Pickford Theatre and Experience along with an 1,100-space parking structure were completed in 2001. These are the first of a series of recent Downtown redevelopment projects in the city. Future Downtown projects will include homes, restaurants, shops, plazas and other public gathering places, all of which will help establish an identifiable city center and contribute to a renewed sense of place. Other new developments, including commercial and other non-residential development, can also provide an important basis for "placemaking" in the city.

### **The Ahwahnee Principles**

In pursuing the goal of making Cathedral City a livable and vibrant community, the city has adopted *The Ahwahnee Principles*, as a guideline. These principles address the need for communities and regions to have a vision and strategy for economic development and an enriched sense of community. Visioning, planning and implementation efforts should continually involve all sectors, including the voluntary civic sector and those traditionally uninvolved in the public planning process. These principles are as follows:

1. All planning should be in the form of complete and integrated communities containing housing, shops, work places, schools, parks and civic facilities essential to the daily life of the residents.
2. Community size should be designed so that housing, jobs, daily needs and other activities are within easy walking distance of each other.
3. As many activities as possible should be located within easy walking distance of transit stops.
4. A community should contain a diversity of housing types to enable citizens from a wide range of economic levels and age groups to live within its boundaries.
5. Businesses within the community should provide a range of job types for the community's residents.
6. The location and character of the community should be consistent with a larger transit network.

7. The community should have a center focus that combines commercial, civic, cultural and recreational uses.
8. The community should contain an ample supply of specialized open space in the form of squares, greens and parks whose frequent use is encouraged through placement and design.
9. Public spaces should be designed to encourage the attention and presence of people at all hours of the day and night.
10. Each community or cluster of communities should have a well-defined edge, such as agricultural greenbelts or wildlife corridors, permanently protected from development.
11. Streets, pedestrian paths and bike paths should contribute to a system of fully-connected, interesting routes to all destinations. Their design should encourage pedestrian and bicycle use by being small and spatially defined by buildings, trees and lighting; and by discouraging high speed traffic.
12. Wherever possible, the natural terrain, drainage and vegetation of the community should be preserved with superior examples contained within parks or greenbelts.
13. The community design should help conserve resources and minimize waste.
14. Communities should provide for the efficient use of water through the use of natural drainage, drought tolerant landscaping and recycling.
15. The street orientation, the placement of buildings and the use of shading should contribute to the energy efficiency of the community.

The community principles define a community where housing and all the things needed to meet the daily needs of residents are located within walking distance of one another. They call for returning to historic population densities around transit stops to provide the critical mass of people and activities in these areas needed to make transit economically viable. They also call for housing that provides places to live for a variety of people within a single neighborhood, instead of separating people by income level, age or family situation.

### **Natural Systems and a Basic Strategy**

Development and population growth result in substantial environmental effects, which can be best addressed through a thoughtful integration of the natural environmental systems with those of the built environment. Developing and projecting a holistic picture of the mature City with a sensitivity to site-specific design and development provides the basis for innovative uses of old and new approaches. Flood control channels, for example, are viewed not only as storm drains but also as opportunities for development of wildlife corridors and as improved open space for hikers, equestrians and bicycle enthusiasts.

### **Foundations of the Community Image and Urban Design Element**

The technical and philosophical basis for community design affects the design, development and build-out of the City.

#### **Cohesiveness**

The cohesiveness of Cathedral City is achieved by its connections to the natural and historic features of the City and the Coachella Valley, and maintained by the recognition and

continuation of characteristics that have been handed down over time. The city's integration of the Ahwahnee Principles into its design and development, along with attention to creating a pleasing balance between the natural and built environments, are the guidelines by which a sense of community will be enhanced.

Cohesiveness in design can be sustained through an adherence to the essentials of scale and proportion, site and setting, and materials and color. The integration of the natural desert environment into the urban fabric enhances cohesiveness in design of the community. Within these essential principles, a variety of architectural styles can be supported, including adobe, mission style, and modern derivations of each, as well as modern designs ranging from the International Style to Southwest Territorial architecture.

The desert provides an inspiring and pliable palette for design. It also presents clear constraints and opportunities to living in a dry and sunny climate. The use of native and other drought tolerant landscaping also extends the continuity of the desert into the built environment. The use of gravels, rocks, and boulders further promotes the continuity of the built and natural environments.

### **Character and Identity**

Cathedral City's natural setting, its foothills and desert washes are highly recognizable features that define the City's character and identity. A distinctive attribute of Cathedral City is the remarkable mountain views existing from nearly every location in the city. The character of the community and its setting can be preserved and enhanced through the integration of thoughtful grading and revegetation and the use of building and landscape materials indigenous to the area. With spectacular natural and built environs that attract families, vacationing visitors, and second home residents from all walks of life, artists, professionals and others that value Cathedral City's environment, the City has unique and valuable resources upon which to build.

Encouraging the re-integration of native desert landscaping materials will also preserve and enhance the City's uniqueness. A wide variety of native and introduced plants make up the local landscape palette: ocotillo, barrel cactus, encelia, agave, date palms, California fan palms and a wide variety of cactus and succulents are essential symbols of the community and provide endless design opportunities. The emulation of the natural landscape and the protection of open space further the unique and marketable qualities of the community.

### *Placemaking*

An essential component of the City's affirmation of a sense of place is its conscious focus on the unique opportunities that exist in the Downtown. As a newly emerging center for business, government and culture, the Downtown establishes a course for the City as well as being its core for activity. Existing and future design shall continue to emphasize quality planning, design, material and craftsmanship essential to assuring structures and other aspects of the built environment of which the City can be proud. Moreover, quality design standards in most thoughtful development need cost no more, and can cost the community much less than poorly conceived and insensitive design. The near and long-term benefits to the community of well-envisioned design and quality development are significant.

Building from the Downtown, the City can use the Ahwahnee Principles to define other neighborhoods in the City, and create self-sufficient, livable communities within the City. The Community Image and Urban Design Element establishes the policies and programs that can lead to neighborhood or area planning which reflects the unique character of all the City's neighborhoods, whether residential or commercial.

### **Opportunities for Variation in Neighborhood Character**

The beauty and delicacy of the desert and mountains, and those portions of the built environment that we cherish and hope to preserve, are the primary context within which community design judgments are made. The sharp contrast between the natural and built environment is a unique opportunity for community design. The level of assessment and the appropriate perspective will vary with the land use and location being considered. For instance, residential development proposed in highly exposed sites and commercial development plans require distinctly different design review criteria. In every case, new development is required to respect its location and the scale and character of the surrounding built environment.

#### *Harmony and Disharmony*

The character of Cathedral City is reflected both in the high degree of harmony between the built and natural environment, and in areas where incoherent development still occurs in the city. A wide range of siting and architectural design opportunities is available and should allow the City to retain character in new development. Adhering to height limits, the use of natural materials, and complementary colors and tones for building surface, and the liberal integration of open space into community design concepts are more in keeping with the central character of Cathedral City.

Nonetheless, flexibility and sensitive design evaluation, and the ability to see the positive qualities of various architectural styles are also essential to a receptive design review process. If quality design is lacking and cannot be secured from the developer or architect, then unsatisfactory development proposals should not be approved. Sensitive design harmonizes with surrounding building, avoids excessive disruption and does not overly compete for attention.

Diverse design approaches should avoid being abrasive and seek an elegant and dynamic integration with the existing and planned built environment. It is equally important to promote an eclectic collection of styles, and not to homogenize the design elements of a neighborhood, leaving it a boring repetition of elevations, roof lines and building materials and colors.

### **Criteria for Evaluating Building and Site Design**

The relationship of new and infill development to other structures and the larger environment should be the focus of building and site design evaluation. Scenic, architectural, landscape architectural resources and the established character of a neighborhood provide a basic frame of reference for proposed development. Planning and design criteria assist in determining a project's compatibility with the surrounding area. These criteria include:

- Site Analysis and Development
- Planning
- Building Height
- Building and Structural Setbacks
- Proportions and Massing
- Pattern and Rhythm of Structures
- Roof types and Materials
- Surface Color and Texture
- Building Projections
- Architectural Details
- Landscape Architectural Treatment

### **Site Analysis and Development Planning**

Site analysis, in all development, provides one of the most important and frequently under-exploited opportunities to understand the limitations and possibilities of the site. Interest regarding development on highly exposed sites with valued scenic resources may conflict with the scenic, open space, and/or community design goals of the community. An adherence to the goals set forth by the Ahwahnee Principles will provide focus and intention to the process. Site analysis and efficient development staging can help limit the amount and cost of grading, can maximize lot and building orientation, and provide a site and structure that optimizes the opportunities and minimizes the constraints of the development site.

#### *Building Proportions, Height and Setbacks*

New structures should be similar in height to, and compatible with, other buildings in the vicinity, with the goals of preserving and enhancing design qualities of the built environment and preserving viewsheds. Setbacks should be compatible with those of surrounding structures and

#### **Proper Massing of Buildings**

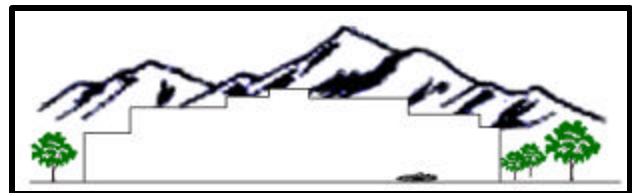


scenic resources, providing building presence without allowing the structure or development to dominate other buildings, the streetscape or the natural scenic viewshed.

The proportions of proposed residential, commercial or industrial structures will also

affect their compatibility with site and surrounding conditions. Establishing a relationship between existing and planned development may set a standard that is meant to rejuvenate a neighborhood, giving it greater influence in establishing future design criteria for the neighborhood. Generally, height and width of building elevations should not be significantly out of character with existing neighborhood development or natural scenic viewsheds.

#### **Improper Massing of Buildings**



### *Pattern and Rhythm in Community Design*

Nature makes, and human communities strive to adopt, natural and instinctively pleasing patterns and rhythms of motifs and massing in community development. How well these elements are handled can range from harmonious to dissident or clashing relationships. The recurrent alteration of peaks and slopes of the hills and the mountains can be emulated and complemented in the design of building roof lines, and in the space and solids of buildings. The development of pattern and rhythm establishes a theme when viewed in the context of surrounding development. At close quarters, pedestrians should be provided with a varied integration of structure and landscaping to soften and tie the structural elements to the natural ones.

### *Roof Types and Materials*

The rhythmic patterns in new buildings and landscape architectural treatments should complement and integrate with the established structures and surrounding natural environment. Roof types and materials can play a critical role in either complementing or degrading the natural scenic viewshed.

Roof types, from flat to multiple arrays of hipped roofs, provide a range of possibilities for contrasting or imitative treatment. Unnecessary building heights are frequently related to roof design, when the roof should be balanced with the building elevation it helps to create. Scale, pattern and rhythm are also applicable to roof design and materials.



**Roof Lines**

### **Surface Texture and Color**

Prevailing sunny conditions in conjunction with the light color of the surrounding desert make the selection of surface texture and color especially critical to compatibility issues. Surfaces that emulate the coarse, warm tones of the surrounding valley and hills are highly desirable, while slick and shiny finishes produce glaring surfaces that detract from the viewshed and are not pleasing to the eye. However, the emergence of post-modern and other hybrid architectural styles, with their juxtaposition of architectural motifs and the use of contrasting, unusual colors and building materials, are examples of how contrast can be made compatible within broader standards.

Surface texture differs from patterns and rhythm in that texture is provided on a substantially reduced scale. It is seldom as strong a design element as architectural pattern or massing. Although styles change with time, and while the use of strong color may play a dominant part in the design of structures, color is easier to change once development has occurred. The use of texture ranges from smooth adobe-type stucco or plaster to fluted, split-face concrete aggregate block. As with other elements of design, texture must be used carefully so as to complement the overall design while being compatible with surrounding materials.

### *Building Projections and Architectural Details*

Much of a building's design is expressed in the detail and projections that grow out of the building envelope. Building projections and other architectural details play important functional

and aesthetic roles in a building's efficiency as shelter as well as its appearance. Providing privacy and screening form the elements, projections and architectural detail also affect surrounding development. The use of porches and verandas can further enhance residential living space and provide protection from sun and wind. While simple and ornate architectural detail may each represent legitimate design principles, buildings of each style may clash or contrast with surrounding development, and suffer from the comparison. The appropriateness of a particular building design must be viewed within the context of the building's natural setting and man-made environment.

### **Site Planning and Community Design**

Site planning involves the distribution of buildings, parking, driveways and landscaped open space areas of a site. It establishes the development's relationship to the street and surrounding lands. The influences of site design are not always easy to visualize and assess without the development of a detailed site plan. Frequently, the complexity or importance of a proposed development may make it appropriate to require the preparation of perspective renderings of the plan and structures.

Care should be taken not to allow artistic applications of color, landscaping and graphic "eye wash" to obscure or misrepresent the final product as it will actually appear on the development site. Together with building architecture, site planning is a critical design parameter determining the compatibility of proposed development with the existing development in the area and the character of the community.

### **Gateways, Crossroads, Corridors and Scenic Places**

In addition to the architectural character of community design, other elements must be addressed when considering the community as a whole. These include areas with important landmarks and focal points, which lend identity and character to the community. Landmarks or focal points may include natural, historic, architectural, or cultural areas of interest.

Some of the most important community assets are the scenic resources of the Coachella Valley, including the San Jacinto, Santa Rosa, San Bernardino and other mountain ranges surrounding and encompassing the City, and the desert floor. Preservation of these scenic vistas has been an important goal of the community. However, various types of land development, the construction of buildings and walls, landscaping, roads and the extension of utility lines and other facilities have all impacted and threatened to degrade the scenic resources of the community.

The City's natural scenic beauty, as viewed from public thoroughfares and private lands, provides residents and visitors with a direct experience of the breathtaking landforms that define the character of the community. The protection and enhancement of the City's viewsheds is critical to promoting a quality image of Cathedral City. An essential part of this effort is the identification of important areas of significant natural scenic value and setting standards to preserve these resources with continued urban development.

The scenic resources of Cathedral City are most apparent to the traveling public. The natural vistas visible from City streets cannot be properly viewed or appreciated if screened by buildings, walls and landscaping, or the indiscriminate placement of signage. The City, County and State all play active roles in scenic resource preservation.

Cathedral City has a variety of important entry and focus points, which provide opportunities to reinforce the City's identity and scenic viewsheds. The integration of monuments and appropriate signage, as well as special streetscape and landscape treatments, can be used to reflect the community's unique character. Focal points can be located anywhere along major routes, including important street corners, within parks and other public open space, civic buildings, schools and historic areas. Adequate areas for significant landscape or architectural treatment, City entry signage, special paving, and other identifiable treatments all lend character and identity to City entry and other focus points (*also see Scenic Highways discussion in this element*).

Examples of developed landscape architectural elements include the median on East Palm Canyon Drive through the City, which provides a welcoming experience to motorists, bicyclists and pedestrians as they travel through town. The landscaped median also provides a sense of place and vitality to the City. Landscaping elements, monumentation, signage, site furnishings, and open space areas should all be considered in the development standard and policies for landmark or focal point enhancement.

Other corridors that exist in the city are Ramon Road, Date Palm Drive, Cathedral Canyon Drive, and Perez Road. Crossroads, or major intersections, in Cathedral City are at Vista Chino Road/I-10/Date Palm Drive, Ramon Road/Date Palm Drive, Dinah Shore/Date Palm Drive, Date Palm Drive/East Palm Canyon Drive and Gerald Ford/Date Palm Drive. Improvements at these main intersections of the city are currently (2001) in various development and planning stages, and will be monitored by Gateway Plans that will be adopted into the City's amendment codes.

Neighborhood parks are among the city's most valued scenic places, as they provide an enhanced sense of community for its residents as well as a visual sense of calm and well-being; the citizens of Cathedral City have made it clear that residential neighborhoods are among the City's greatest assets. The layout of land parcels within a subdivision can influence the economic impact, traffic safety, and livability of a neighborhood. Placing parks in the center of a neighborhood, for example, serves to provide a community with a meeting point, a place for family activities, and a central neighborhood gathering place.

### **Signage and Viewsheds of Public Rights-of-Way**

The East Palm Canyon Drive commercial corridor, Date Palm Drive and Ramon Road are the most frequently traveled, and are most impacted by signage of businesses attempting to make their existence and location known. Enhancing commercial signage should be conducted in a manner that minimizes the adverse economic impact on business, while restoring the viewshed along existing and planned commercial corridors. Businesses located within Redevelopment project areas may be able to participate in and benefit from RDA sponsored sign renovation programs.



## **Transportation and Community Design**

A broad range of transportation-oriented community design issues must be faced as the community continues to grow. Development design issues and details that must be given careful attention include entry point monument signage, street signage, commercial signage, street lighting levels and fixtures, bus turnouts and shelters, curb and pavement treatments, median island and parkway design and landscaping, roadway reflectors and guardrails, bike lanes and other on-road graphics, and utility structures and facilities. Consistent safety and comfort features for pedestrians and bicyclists are central to the city's vision of itself as a livable community.

Developers of new commercial projects should be encouraged to "break up" large expanses of parking with landscaping and pedestrian paths, locating buildings at the street and parking at the sides or rear of the buildings. This design approach also serves to provide the streets with a sense of vitality and community.

### **Scenic Highways**

Especially striking is the mountain vista to the west and south as one descends into Cathedral City from the I-10 overpass. It is an essential and critical component of community design in Cathedral City, while effectively linking the City with other Coachella Valley communities. Many functional community design goals can be achieved through the detailed design and planning for the city's major gateways and corridors. The safe, functionally efficient and aesthetically pleasing design and buildout of these sites is a key element in the City's overall economic health and prosperity.

### **Neighborhood Design**

The City of Cathedral City prides itself on having a wide variety of neighborhood settings and considers its residential neighborhoods to be one of its greatest resources. Attributes that can make a neighborhood unique include adherence to the Ahwahnee Principles' concepts set forth in its preamble:

"Existing patterns of urban and suburban development seriously impair our quality of life. The symptoms are:

- more congestion and air pollution resulting from our increased dependence on automobiles,
- the loss of precious open space,
- the need for costly improvements to roads and public services,
- the inequitable distribution of economic resources, and
- the loss of a sense of community.

By drawing upon the best from the past and the present, we can, first, infill existing communities and, second, plan new communities that will more successfully serve the needs of those who live and work within them."

*Architecture:* Architectural commonality can be established throughout the neighborhood with the coordinated and complementary use of various design components, including building colors, roof design and tile color, window and garage door treatment and architectural building accents and details. These components should be mixed to create a balance of variety, compatibility and conformity or cohesion.

*Perimeter Wall/Fence Treatment:* Walls and fences define the borders of residential communities and are used in perimeter landscape treatments for a variety of other development types in the City. Designs may consist of wrought iron, stuccoed concrete block, plain and painted slumpstone, split-faced block, plastered, brick-capped or tile accented, and intermittent columns or pilasters. Interspersing solid walls with wrought iron fencing provides views into development open space areas and relieves the closed in feeling that walls can engender.

Wider parkways provide additional wall set backs and landscape treatment that reduces the enclosed feeling. Wall breaks and fenestration along public rights-of-way help to integrate private community open space and viewsheds with those of the traveling public. The City should encourage the continued use of this type of viewshed window as a means of reducing the tunnel effect and preserving scenic vistas.

*Parkway Landscaping:* One of the most prominent and visible exterior features of neighborhoods and private communities is parkway landscaping. Design can range from the formal to the “natural” or combinations of both approaches. Formal design may include ordered rows of date palms or other distinctive tree, regularly interspersed with equally ordered shrubs and beds for annuals plantings. More informal designs seek to imitate nature by interspersing native and non-native desert plantings in a free-form or random pattern. Groupings of major elements, and the use of lawn areas may also be integrated into both more and less formal designs.

### **Community Design in Public Facilities**

Community Design encompasses the entire city and includes public buildings, utilities, and street traffic control and safety devices that have the potential to detract from the appearance of the community. The City must consistently make quality appearance one of its prime priorities. Current efforts include the development of unique and distinctive desert landscape treatments on major roadways. Desert colors and tones can also be integrated into street signs, traffic signals and lighting standards to soften their impact on the surrounding viewshed.

Bus shelter design should also be a high priority, making these facilities functionally superior and aesthetically pleasing. These structures can utilize architectural styles that complement the streetscape treatment and elevate the appearance of these utilitarian structures. Utility cabinets located along the street, including traffic signal and telephone switching facilities, are frequently painfully obvious. To the greatest extent possible, these features should be installed in underground vaults, or effectively screened from public view. Overhead utility lines also present visual obstructions to the natural setting and may pose safety hazards that should be minimized by a program of utility undergrounding.

## **FUTURE DIRECTIONS**

Community design considerations, including preservation and enhancement of scenic highways, can subtly and profoundly shape the image of the community. Establishing basic criteria to promote good and conscientious design that enhances community cohesiveness will allow Cathedral City to emerge as a thriving community. Community design considerations are directly related to issues associated with land use, traffic, arts and culture, health and safety, economic development and environmental systems.

The Community Image and Urban Design Element can be implemented by several mechanisms, which include the thoughtful application of the other Elements of the General Plan, the City Zoning Ordinance, and through Redevelopment Plans and Neighborhood Plans for individual project areas. The most effective instrument will be the Zoning Ordinance, which set forth specific standards and establishes design parameters and guidelines for site planning and building design.

## **GOALS, POLICIES AND PROGRAMS**

### **Goal 1**

Citywide design and development that promote and support a well-integrated residential community, provide a heightened sense of livable community, and present opportunity for public gathering.

### **Goal 2**

Community design, architecture, and landscaping that enhance and are compatible with the City's desert setting and natural scenic resources.

### **Policy 1**

Public and private sector development shall be subject to citywide design guidelines that include the Ahwahnee Principles and are intended to protect the community's scenic viewsheds, provide community cohesion, and enhance the image of Cathedral City as a residential community.

### **Program 1.A**

The Zoning Ordinance and other regulatory documents that define the design parameters that apply to public and private development shall be amended and maintained as necessary.

**Responsible Agency:** Planning Department

**Schedule:** On-going

### **Program 1.B**

The City shall maintain comprehensive application packages which provide detailed information on requirements, standards and guidelines .

**Responsible Agency:** Planning Department

**Schedule:** On-going

**Program 1.C**

The City shall thoroughly review all development proposals to assure compliance with community design standards.

**Responsible Agency:** Planning Department; Planning Commission; City Council

**Schedule:** On-going

**Policy 2**

The City shall support the positive, unique characteristics of existing residential neighborhoods and require that new neighborhoods be designed to provide distinctive, identifiable design elements.

**Program 2A**

Develop and implement Neighborhood Plans guided by the Ahwahnee Principles that define and support positive unique qualities of existing and planned neighborhoods.

**Responsible Agency:** Planning Department; Parks and Recreation Department; Planning Commission; City Council

**Schedule:** On-going

**Program 2.B**

New residential development proposals shall be reviewed by City staff to assure compliance with applicable Neighborhood Plans and to evaluate proposed design features, such as entry statements, recreational facilities, neighborhood parks and schools, and landscaping along public rights-of-way.

**Responsible Agency:** Planning Department; Planning Commission; City Council

**Schedule:** On-going

**Program 2.C**

The City shall develop a program to install entry monumentation features at entrances to existing neighborhoods, and shall require developers to install them at new neighborhood sites.

**Responsible Agency:** Planning Department; Public Works Department

**Schedule:** On-going

**Policy 3**

The City shall have a distinct, identifiable center that combines civic, cultural and recreational uses.

**Program 3.A**

The City shall implement the Downtown Precise Plan and shall review development proposals within the downtown for compliance with Precise Plan design parameters.

**Responsible Agency:** Planning Department Redevelopment Agency; Arts Commission, Planning Commission; City Council

**Schedule:** On-going

**Policy 4**

Support the development of distinct, identifiable street corridors.

**Program 4.A**

Include Street Corridor Plans that define appropriate themes and street design features, including street trees, furnishings, and other fixtures in Neighborhood Plans.

**Responsible Agency:** Planning Department; Public Works Department

**Schedule:** On-going

**Program 4.B**

Include street corridor improvements in the Capital Improvement Program.

**Responsible Agency:** Public Works Department; Economic Development Department

**Schedule:** On-going

**Policy 5**

Areas of special interest, including entry points, landmarks, and scenic highway viewsheds, shall receive appropriate treatment whether part of public or private development proposals.

**Program 5.A**

Require the submittal of detailed landscape, architectural, and special signage designs for project entries and other social features to assure compliance with community design parameters and compatibility with the natural and built environments.

**Responsible Agency:** Planning Department;

**Schedule:** On-going

**Policy 6**

Native desert landscape materials and site-sensitive architectural designs shall be incorporated into all public and private building projects to enhance the cohesion between the natural and built environments.

**Policy 7**

Commercial development projects shall contribute to the design objectives of the community and the specific district or corridor in which they are located.

**Program 7.A**

The City shall review all commercial development to assure pedestrian-oriented circulation, safe and convenient ingress and egress, screening of outdoor storage/loading and other unsightly areas, lighting, signage, and the planting of mature landscaping to provide an immediate effect of permanency.

**Responsible Agency:** Planning Department

**Schedule:** On-going

**Policy 8**

Community and Neighborhood Activity Centers, which concentrate land uses at high intensities, shall be established at appropriate locations to encourage public social interaction and a sense of public space.

**Program 8.A**

Actively pursue a joint use agreement with the Palm Springs Unified School District to promote public school grounds as integral parts of neighborhood activity.

**Responsible Agency:** Parks and Recreation Department; Planning Department; School District

**Schedule:** On-going

**Policy 9**

Neighborhoods shall establish a well-defined edge or boundary, consisting of landscaping, green belts, open space, and/or entry monumentation, in appropriate locations to help create a unique community image and sense of place.

**Program 9.A**

The City shall require the incorporation of parks and open space into new development projects, and shall ensure that new parks and open space are developed in the early phases of development projects.

**Responsible Agency:** Planning Department; Planning Commission; City Council

**Schedule:** On-going

**Policy 10**

The City shall actively pursue joint land use agreements with the Agua Caliente Band of Cahuilla Indians and individual landowners in an effort to eliminate billboards within the City limits.

**Policy 11**

The City shall maintain and enforce a Sign Ordinance and the Auto Center Sign Ordinance, which define permitted sign locations, sizes, maintenance, and other related requirements.

**Policy 12**

In an effort to preserve the value of the community's night sky, outdoor lighting shall be shielded downward and limited to the minimum height, number, and intensity of fixtures needed to provide sufficient security and identification on residential, commercial, and other development.

**Policy 13**

Incorporate the City's identification symbol into street signage, planters, benches, public buildings, City vehicles, streetscape furnishings, and other appropriate applications.

**Policy 14**

The City shall support a high level of Code Enforcement to encourage neighborhood beautification and to maintain property values and quality of life.

**Program 14.A**

The City shall develop and adopt a program of Code compliance standards for existing neighborhoods, and enforce the program through regular Code Enforcement inspections.

**Responsible Agency:** Code Enforcement Department, City Council

**Schedule:** 2003-2004; Continuous

**Policy 15**

Overhead utility lines shall be undergrounded to the greatest extent practical through the establishment of an undergrounding program and guidelines.

# ***ECONOMIC & FISCAL ELEMENT***

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## **PURPOSE**

The purpose of the Economic and Fiscal Element is to provide a multi-dimensional picture of the City's economy through a broad range of data and information. The element explores the health of the local economy and the relationship between City government and its responsibilities, such as establishing and enforcing land use policies and regulating new development. The element is also intended to examine the City's potential economic opportunities and constraints, and set forth a series of goals, policies, and programs that will help create a viable, well-balanced economy.

## **BACKGROUND**

The overall health of the City's economy is a product of the complex interrelationships between the City's and region's physical and economic environments. In this regard, the Economic and Fiscal Element is related, to some degree, to all other General Plan elements. The issues addressed in other General Plan elements are largely centered around the protection of human life and property from environmental hazards, the provision of adequate public services and facilities, and the enhancement of natural and cultural resources, all of which directly impact the City's ability to retain and attract businesses and residents, who support the local economy. The Economic and Fiscal Element has the strongest relationship with the Land Use Element, which determines the distribution of land uses by type, location, intensity, and extent of use, and therefore impacts the City's long-term economic prosperity.

The Economic and Fiscal Element is based upon California Government Code Section 65030.2, which states: "land use decisions shall be made with full knowledge of their economic and fiscal implications, giving consideration to short-term costs and benefits, and their relationship to long-term environmental impacts as well as long-term costs and benefits." The Element also examines issues set forth in Government Code Sections 65863.6 and 66412.3, which require cities and counties to balance the available fiscal and environmental resources against the housing and public services needs of the community.

## **Economic Conditions in Cathedral City**

In formulating appropriate fiscal and economic development goals, policies, and programs, it is essential to understand the City's role in the Coachella Valley economy. Over the past two decades, the Coachella Valley has emerged to become one of the premier destination resort areas in the country, attracting visitors, seasonal residents, and retirees, who bring revenue to the valley and generate a spin-off demand for jobs and visitor-related services.

In recent years, communities in the eastern Coachella Valley, particularly Palm Desert and La Quinta, have positioned themselves to absorb much of the revenue generated by the regional tourist industry, by attracting nationally recognized resort and convention centers, first-class golf



course and recreational facilities, highly valued country club and estate residential developments, and a wide range of visitor-serving retail and restaurant establishments.

Cathedral City's position in the regional tourist industry has been more modest, and the City is better known for its ability to provide a wide range of affordable housing products, including mobile homes, apartments, single-family detached units in standard subdivisions, and custom homes. The City has successfully marketed itself to permanent residents, particularly younger families. City-based retail development has traditionally been limited to neighborhood and community-scale commercial centers, which principally serve year-round families living in the City and other communities in the western valley.

Over the past five years, however, the City has made a substantial commitment to promoting local economic growth through aggressive action and innovative planning. The City's most comprehensive economic development effort has been the Downtown Redevelopment project, which was initially proposed by the City in 1992. The downtown area is generally bounded by Date Palm Drive on the east, C Street on the south, Cathedral Canyon Drive on the west, and the Whitewater River Stormwater Channel on the north. The project was conceived and developed as a pedestrian-oriented festival marketplace, containing a combination of shopping, dining, and entertainment venues, including the IMAX and Mary Pickford theaters, which are intended to attract shoppers and moviegoers throughout the Coachella Valley. It is anchored by the Civic Center building, which serves as an important municipal monument and provides a central gathering place for community functions. The Downtown Redevelopment project involved significant roadway improvements to the East Palm Canyon Drive corridor, the construction of a municipal parking structure, and other public improvements aimed at upgrading the image of the downtown district. The revitalization effort was intended to stimulate private investment in this portion of the City and strengthen the City's economic position in the regional economy.

### **City Cost/Revenue Trends**

Table III-34, below, provides a historical presentation of the City's major General Fund revenue sources for Fiscal Years 1996/97 through 2000/01. The data indicate that total revenues have increased by approximately 32% over the five-year period. There has been steady growth in several categories, particularly the sales tax, transient occupancy tax, and Planning Department revenues. Interest revenue has fluctuated with changes in interest rates over time. Property tax revenues have been more sensitive to the rise and fall of the real estate market, and have remained relatively steady over the past five years.

**Table III-34**  
**City of Cathedral City General Fund Revenues**  
**FY 1996-97 through FY 2000/01**

<b>Revenue Source</b>	<b>1996/97 Actual(\$)</b>	<b>1997/98 Actual(\$)</b>	<b>1998/99 Actual(\$)</b>	<b>1999/00 Adopted(\$)</b>	<b>2000/01 Adopted(\$)</b>
Property Tax	356,647	360,385	349,490	360,000	360,000
Sales & Use Tax	4,307,742	4,873,192	5,990,220	5,200,000	7,000,000
Transient Occupancy Tax	853,249	857,276	1,120,397	860,000	1,300,000
Structural Fire Tax	435,699	440,470	435,314	440,000	448,000
Franchise Fees	750,847	828,341	829,852	825,000	860,000
Interest Revenue	634,675	649,691	744,507	300,000	700,000
Planning <sup>1</sup>	1,069,331	995,120	1,624,782	1,454,231	1,886,878
Other Revenue <sup>2</sup>	5,656,831	5,717,411	6,525,519	5,790,688	6,104,937
<b>Total</b>	<b>14,065,021</b>	<b>14,721,886</b>	<b>17,620,081</b>	<b>15,229,919</b>	<b>18,659,815</b>

<sup>1</sup> Includes revenues derived from the Planning Department, such as planning, engineering, and construction permit and plan check fees, map sales, operating reimbursements, and labor reimbursements.

<sup>2</sup> Includes a wide range of miscellaneous General Fund revenues, such as fines and forfeits, fire permits/inspections and fees, paramedic service fees, business permit fees, and transfers and reimbursements from other funds.

Source: City of Cathedral City Adopted Operating Budget, Fiscal Year 2000-01.

In addition to the General Fund revenues described in the table above, the City's Redevelopment Agency is expected to receive approximately \$12,712,127 in tax increment revenue in Fiscal Year 2000/01. This represents an increase of \$584,043 over the previous year. This revenue source has been instrumental in implementing the Downtown Redevelopment project and reducing the need to use General Fund revenues for funding capital improvements along East Palm Canyon Drive and in other redevelopment project areas.

### **Expenditure Trends**

Table III-35, below, summarizes City expenditures since Fiscal Year 1996/97, and indicates that expenditures have increased by approximately 45% over the past five years. The City's highest expenditure category has consistently been the Police Department, closely followed by the Fire Department and General Government services. In addition to the General Fund expenditures listed below, the City's Redevelopment Agency will allocate approximately \$12,648,171 during Fiscal Year 2000/01 in the form of debt service, pass-through funds to other agencies, set-aside funds for low and moderate income housing, and discretionary purposes.

**Table III-35**  
**City of Cathedral City General Fund Expenditures**  
**FY 1996/97 through FY 2000/01**

<b>Expenditure Category</b>	<b>1996/97 Actual(\$)</b>	<b>1997/98 Actual(\$)</b>	<b>1998/99 Actual(\$)</b>	<b>1999/00 Adopted(\$)</b>	<b>2000/01 Adopted(\$)</b>
General Government <sup>1</sup>	4,024,621	3,715,688	3,969,536	3,679,103	4,280,996
Police Department <sup>2</sup>	5,533,444	5,508,103	5,713,798	5,938,507	8,184,009
Fire Department <sup>3</sup>	3,492,544	3,440,801	3,668,503	3,944,183	4,566,175
Community Organizations	145,000	171,000	161,482	145,310	170,310
Planning <sup>4</sup>	869,412	1,005,230	1,413,883	1,555,484	3,184,127
<b>Total</b>	<b>14,065,021</b>	<b>13,840,822</b>	<b>14,927,202</b>	<b>15,262,587</b>	<b>20,385,617</b>

<sup>1</sup> Includes City Council, City Clerk, City Management, Personnel, Legal Services, Risk Management, Finance, and General Government Expense, and Public Information Officer, as shown on page 132 of Adopted Operating Budget.

<sup>2</sup> Includes Police Administration, Field Services, Investigation Services, Community Services, Emergency Communications, Gang Related Activity Suppression Program, Animal Control, and Information Management.

<sup>3</sup> Includes Fire Administration, Fire Suppression, Fire Prevention, Paramedic Services, Disaster Preparedness, and Code Enforcement.

<sup>4</sup> Includes Planning Administration, Planning Division, Building Inspection Division, Engineering Division, Public Works, and Parks and Recreation.

Source: City of Cathedral City Adopted Operating Budget, Fiscal Year 2000-01.

## Demographic Characteristics

In order to understand the needs of the City in the future, it is important to understand the makeup of its citizenry, and the changes that have occurred in that makeup in the last several years. The following section provides statistical data regarding the residents of Cathedral City. Where available, 2000 Census data has been utilized, but it is important to note that only very limited information has been released by the Census Bureau at the time of this writing (2001).

### Population

Like other Coachella Valley communities, the City of Cathedral City has experienced tremendous growth over the past two decades. During the 1980s, the City's population nearly tripled, increasing from approximately 11,100 in 1980, to 30,085 in 1990. According to the U.S. Census, the population reached 42,647 by 2000, representing an increase of 42% since 1990.

### Age Distribution

Although the Coachella Valley is a popular destination for seniors and retirees, Cathedral City has traditionally attracted young adults and families, partly because of its wide range of affordable housing products. According to the 1990 Census, the median age of Cathedral City residents was 31.4 years. By 2000, it had increased slightly to 32.0 years. The median age for Cathedral City residents is comparable to that of Riverside County residents (33.1 years), but is substantially younger than that of neighboring communities.

The median age in Cathedral City is about 15 years younger than in Palm Springs (46.9 years) and about 29 years younger than in Rancho Mirage (61.3 years). The table below illustrates the City's age distribution for year 2000, and indicates that younger and middle-aged adults, ages 25 to 54 years, comprise the largest segment (40.7%) of the City population.

**Table III-36**  
**Age Distribution, 2000**

<b>Age Range</b>	<b># Residents</b>	<b>% of Pop.</b>
Under 5 years	3,763	8.8%
5-9 years	3,974	9.3%
10-14 years	3,587	8.4%
15-19 years	3,059	7.2%
20-24 years	2,651	6.2%
25-34 years	6,386	15.0%
35-44 years	6,660	15.6%
45-54 years	4,318	10.1%
55-59 years	1,590	3.7%
60-64 years	1,456	3.4%
65-74 years	2,868	6.7%
75-84 years	1,848	4.3%
85+ years	487	1.1%

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Source: U.S. Census, 2000.

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### **Ethnicity**

Since 1990, the City has experienced a shift in its ethnic composition, with a larger percentage of residents identifying themselves as Hispanic or Latino. According to the 1990 Census, 37.2% of City residents were characterized as Hispanic, but by 2000, this number had grown to 50.0%. The ethnic characteristics of City residents, as described by the 2000 U.S. Census, are shown in the table below.

**Table III-37  
Ethnicity, 2000**

<b>Race</b>	<b>No. of Persons</b>	<b>% of Population</b>
One Race		
White	27,845	65.3%
Black	1,169	2.7%
American Indian/Alaska Native	440	1.0%
Asian	1,575	3.7%
Native Hawaiian/Pacific Islander	32	0.1%
Other Race	9,834	23.1%
Two or More Races	1,752	4.1%
<b>Total</b>	<b>42,647</b>	<b>100%</b>
Hispanic or Latino (of any race)	21,312	50.0%
Source: U.S. Census, 2000.		

### **Household Size**

A “household” includes all of the people who occupy a housing unit. It does not include those living in group quarters; however, their impact on the City’s household characteristics is very limited and accounted for only 0.2% of the City’s population in 1990 and 0.3% in 2000. Household size represents the average number of people living in a dwelling unit. In 1990, there were a total of 10,805 households in Cathedral City, with an average household size of 2.75 persons per household. By 2000, the number of households had increased by about 30% to 14,027, with an average size of 3.03 persons per household. The City’s average household size is comparable to that of the Riverside County average (2.98 persons per household), but is substantially larger than that of neighboring Palm Springs (2.05) and Rancho Mirage (1.92).

### **Median Household Income**

The median household income in Cathedral City was \$30,908 in 1990, which was slightly higher than the median household income (\$29,900) of the Coachella Valley as a whole. As illustrated in the table below, City residents are likely to have middle-class incomes, with 35% of households earning between \$25,000 and \$49,000 annually.

**Table III-38**  
**Household Income Distribution, 1990**

<b>Income Range</b>	<b>No. of Households</b>	<b>% of Households</b>
Less than \$5,000	552	5.1%
\$5,000-9,999	1,044	9.6%
\$10,000-14,999	968	9.0%
\$15,000-24,999	1,653	15.2%
\$25,000-34,999	1,886	17.5%
\$35,000-49,999	1,928	17.8%
\$50,000-74,999	1,850	17.1%
\$75,000-99,999	559	5.2%
\$100,000-149,999	265	2.5%
\$150,000+	100	1.0%
<b>Total</b>	<b>10,805</b>	<b>100%</b>

Source: 1990 Census, as provided in Table III-6, "Profile of Development Prospects for the Cathedral City General Plan," Economic Research Associates, revised February 15, 1996.

Updated household income data from the 2000 Census was not available at the time of this writing. However, other data sources indicate a substantial increase in the City's median household income. The Inland Empire Economic Databank and Forecasting Center estimated that, in 1998, the City's median household income was \$44,158. The Inland Empire Quarterly Economic Report estimated that the median income was approximately \$42,710 in 1999.

### **Employment Characteristics**

According to a recent (2000) regional economic study conducted by the Coachella Valley Economic Partnership, there were approximately 74,146 jobs in the Coachella Valley in 1991. By 1999, the number had increased by 35.2% to 100,231, a growth rate that outpaced that of the Inland Empire to the west. Given the Coachella Valley's popularity as a resort destination, regional employment opportunities are heavily oriented toward retail, hotel/recreational, and service-related industries. Agriculture, construction, and health services also represent strong sectors of the regional economy.

Employment characteristics in Cathedral City are generally consistent with regional trends. In 1990, approximately 62% of City residents 16 years and older were employed in the labor force. As shown in the following table, most worked in the retail trade (23%) or construction (14%) industries. The largest employers of Cathedral City residents are listed in Table III-40.

**Table III-39  
Occupations of Residents in the  
City of Cathedral City, 1990**

<b>Occupation</b>	<b>No. of Residents</b>	<b>% of Population</b>
Agriculture/Forestry/Fisheries	781	5.6%
Mining	0	0.0%
Construction	1,929	13.8%
Manufacturing, non-durable goods	274	2.0%
Manufacturing, durable goods	465	3.3%
Transportation	480	3.4%
Communications/Public Utilities	369	2.6%
Wholesale Trade	259	1.9%
Retail Trade	3,158	22.6%
Finance/Insurance/Real Estate	989	7.2%
Business and Repair Services	638	4.6%
Personal Services	1,510	10.8%
Entertainment/Recreation Services	598	4.3%
Health Services	1,059	7.6%
Educational Services	564	4.1%
Other Professional and Related Services	588	4.2%
Public Administration	283	2.0%
<b>Total</b>	<b>13,944</b>	<b>100%</b>

Source: U.S. Census, 1990.

**Table III-40**  
**Top Employers in Cathedral City, 1998**

<b>Name of Business</b>	<b>No. of Employees</b>
Palm Springs Unified School District	1,400
Wal-Mart	280
Doral Hotel & Resort	250
Desert Auto Center	195
City of Cathedral City	170
Lucky (2 stores)	150
Lawrence Welk's Desert Oasis	140
Southern California Edison	140
Sam's Club	126
Charter Psychiatric Hospital	125
Target	125
Albertsons	92
Food 4 Less	75
Coca Cola Bottling Company	75

Source: "Community Economic Profile for Cathedral City," Riverside County Economic Development Agency, 1998.

A 2000 Coachella Valley Economic Partnership regional economic study indicates that 91.3% of all working Coachella Valley residents have jobs within the regional area, and only 7.6% commute to jobs outside the desert region. However, within the Coachella Valley, there is a relative imbalance between the location of jobs and residents, which forces many residents to travel to neighboring cities for work.

The table below describes the location of jobs and residents in the Coachella Valley and indicates that, while Cathedral City is home to approximately 15.3% of the regional population, it provides only about 5.4% of all regional jobs. These data imply that many City residents are traveling to other cities for work. The City needs to continue its concentrated efforts to attract businesses that generate stable, high-paying jobs for local residents. Revitalization of the downtown is expected to have a significant positive impact in this regard over the long-term; however, other business attraction efforts should be undertaken to enhance this effort. The City's stable year-round labor force and its central location in the upper Coachella Valley are key factors in marketing the City as an optimal business location.



**Table III-41  
Jobs vs. Residents in the Coachella Valley, 2000**

City	% of Regional Jobs	% of Regional Residents
Cathedral City	5.4%	15.3%
Coachella	8.7%	7.3%
Desert Hot Springs	3.7%	10.2%
Indian Wells	1.2%	5.5%
Indio	17.8%	21.0%
La Quinta	5.8%	6.5%
Palm Desert	24.8%	11.3%
Palm Springs	16.1%	12.3%
Rancho Mirage	8.7%	3.7%
Unincorporated/Other	7.8%	6.9%
<b>Total</b>	<b>100%</b>	<b>100%</b>

Source: Exhibit 42, "Coachella Valley Economic Review," prepared for the Coachella Valley Economic Partnership by Economics & Politics, Inc. and The Resource Group, July 22, 2000.

## Housing Market

Among Cathedral City's economic strengths is its ability to provide a variety of affordable residential products, ranging from apartments to newer master planned residential developments, at competitive prices that are typically lower than those found in other Coachella Valley communities. According to the California Association of Realtors, during the fourth quarter of 1998, the median sales price for new and existing homes in Cathedral City was \$96,000. More recent data indicates that home values are increasing throughout the Coachella Valley, but Cathedral City continues to offer some of the most competitive prices. The Inland Empire Quarterly Economic Report shows that, during the first quarter of 2000, median housing prices in Cathedral City were \$117,750 for existing homes, and \$165,700 for new homes.

The City's housing stock increased from 15,229 units in 1990 to 17,916 units in 2000, which represents a ten-year increase of about 17%. As shown in the following table, the majority of new structures are single-family, detached dwellings, which is typical of a low-density, suburban community. Much of this new development has occurred in the northern portion of the City, between 30<sup>th</sup> Avenue and Interstate-10. The percentage of attached single-family units and mobile homes in the City's housing mix has decreased since 1990, while the percentage of multi-family units has remained relatively unchanged.

**Table III-42**  
**Housing Characteristics in Cathedral City, 1990 vs. 2000**

<b>Housing Type</b>	<b>1990</b>		<b>2000</b>	
	<b>No. Units</b>	<b>% of Total</b>	<b>No. Units</b>	<b>% of Total</b>
Single-Family, Detached	6,525	42.9%	8,745	48.8%
Single-Family, Attached	1,999	13.1%	2,034	11.4%
Multi-Family, 2-4 units	1,966	12.9%	2,295	12.8%
Multi-Family, 5+ units	1,656	10.9%	1,976	11.0%
Mobile Homes	3,083	20.2%	2,866	16.0%
<b>Total</b>	<b>15,229</b>	<b>100.0%</b>	<b>17,916</b>	<b>100.0%</b>

Source: California Department of Finance.

Due to the Coachella Valley's popularity as a resort destination, and its ability to attract a substantial part-year, non-resident population, the regional demand for second home ownership is strong. It is estimated that approximately 27% of all housing units in the Valley are used for non-resident purposes (Economic Research Associates, 1996), and growth in second home ownership is expected to remain strong during the next decade. Traditionally, these units have been constructed in the cities of Palm Desert, Rancho Mirage, and Palm Springs. The 2000 U.S. Census identifies the number of "vacant" housing units, which are used for seasonal, recreational, or occasional use. These units account for 23.5% (7,240 units) of all housing units in Palm Springs, 26.1% (3,079 units) in Rancho Mirage, and 19.0% (485 units) in Palm Desert.

Second home ownership has been more modest in Cathedral City, however, where only 10.5% (1,874 units) of housing units are vacant for seasonal or recreational purposes (2000 U.S. Census). A study of development prospects for Cathedral City estimated that, if recent trends in second home ownership continue, the City could attract a significant share of new non-resident housing products over the next decade, possibly adding as many as 1,400 new units to the City's housing mix (Economic Research Associates, 1996). The Downtown Redevelopment area, which is centrally located and can accommodate higher-density housing opportunities, could be instrumental in attracting vacation homebuyers and retirees to Cathedral City. The Downtown Precise Plan includes lands between Cathedral Canyon Drive and Date Palm Drive which are planned for a variety of housing types, including affordable housing, senior and congregate care units, and condominium or townhome units.

The City could realize substantial spin-off revenues, particularly increased sales and use tax revenues and increased demand for retail and service-related jobs, generated by a larger non-resident population. The City should consider directing future marketing efforts at this growing and potentially lucrative market, and determine whether and where second-home ownership fits into the community's long-range goals.

## **Commercial Development**

Commercial development is a critical component of most communities, as the sale of goods and services can generate significant sales tax revenue and employment opportunities. Over the past decade, the City of Palm Desert has established itself as the retail powerhouse of the Coachella Valley, with the City of La Quinta emerging as a strong competitor. Their dominance in the regional retail market is partly due to their central location within the Coachella Valley, relatively high resident income levels, and the ability to offer a wide range of retail facilities, including exclusive specialty shops, large department stores, chain restaurants, and large-volume home improvement warehouses.

Commercial development in Cathedral City has been traditionally comprised of smaller-scale neighborhood and community shopping centers, which serve City residents but are not able to attract a larger consumer base. An exception is the automobile dealer industry in the Cathedral City Auto Center on East Palm Canyon Drive, which, given its specialty, is able to attract consumers from throughout the Coachella Valley and other desert communities. Other major retailers are also auto-related and include auto parts stores and repair shops.

Revitalization of the City's downtown core has afforded the City with tremendous opportunities to further define and expand its role in the regional retail market. Consistent with the downtown district's marketed image as a festival marketplace, existing commercial development includes an IMAX theater, the Mary Pickford Theater (multiplex cinema), and small-scale restaurants and retail shops. However, the Downtown district has not yet reached its full retail potential, and additional development opportunities exist.

## **Taxable Sales and Sales Tax Revenues**

The table below describes taxable sales trends in the City from 1995 through 1999, as recorded by the California Board of Equalization. The data indicate that the City's taxable sales increased steadily by nearly 53% during this five-year period. This is a substantial increase due, in part, to tremendous sales tax revenue gains generated by automobile-related sales, which increased nearly 73%. Other growing markets included home furnishings/appliances, for which taxable sales more than doubled from 1995 to 1999, and eating/drinking establishments, for which sales tax revenues increased by about 29%. In 1995, there were approximately 1,070 taxable sales generators/outlets in the City, but by 1999, the number had decreased to 993. It is interesting to note that, during this five-year period, the increase in total taxable sales occurred despite a loss of 77 taxable sales generators/outlets in the City.

The latest taxable sales data, provided by the City, indicate that taxable sales during year 2000 were \$684,864,500. This represents an increase of about \$75,035,500 over 1999 taxable sales, or a one-year increase of about 12.3%.

**Table III-43  
Taxable Sales in Cathedral City, 1995-1999**

Type of Business	Taxable Transactions (\$000)				
	1995	1996	1997	1998	1999
Retail Stores					
Apparel	4,480	4,538	4,701	4,841	6,118
General Merchandise	72,673	74,438	74,731	77,178	86,212
Food Stores	24,423	26,087	25,584	24,800	26,249
Eating/Drinking Places	30,271	28,718	31,500	34,565	38,935
Home Furnishings/Appliances	16,888	16,767	18,670	27,235	34,021
Bldg. Materials/Farm Implements	13,234	14,218	13,822	18,264	21,938
Auto Dealers/Supplies	132,018	131,476	147,121	180,423	227,984
Service Stations	33,432	31,967	31,357	27,573	33,452
Other Retail Stores	21,932	21,482	16,876	17,344	21,051
All Other Outlets	49,627	58,158	74,054	94,944	113,869
<b>Total All Outlets</b>	<b>398,978</b>	<b>407,849</b>	<b>438,416</b>	<b>507,167</b>	<b>609,829</b>

Source: "Taxable Sales in California (Sales & Use Tax)," During 1995-1999, California State Board of Equalization.

The following table describes the spending potential of Cathedral City residents and is intended to help identify which retail market niches would best serve the City population. The analysis takes into account such factors as City population, number of households, median income, annual population growth, and annual household growth. The data indicate that the largest existing expenditure categories are groceries/drugs, food and alcohol away from home, and apparel and footwear. The table also provides 5-year expenditure projections.

**Table III-44  
2001 Annual Expenditure Potential  
for Cathedral City Residents**

<b>Expenditure Category</b>	<b>Current Year Expenditure Total (\$000s)</b>	<b>5-Year Expenditure Total (\$000s)</b>	<b>Current Year Expenditure Per Household (\$000s)</b>	<b>Annual Growth Rate</b>
Apparel/Footwear	\$46,715	\$56,144	\$2,898	4.0%
Personal Care	\$17,623	\$23,069	\$1,093	6.2%
Grocery/Drug	\$96,857	\$120,590	\$6,009	4.9%
Alcohol for Home Consumption	\$11,241	\$13,727	\$697	4.4%
Food/Alcohol Away From Home	\$54,020	\$67,020	\$3,351	4.8%
Tobacco	\$9,721	\$12,505	\$603	5.7%
Hardware/Home Improvement	\$11,778	\$14,157	\$731	4.0%
Home Furnishings	\$21,190	\$26,108	\$1,315	4.6%
Home Services	\$5,489	\$6,677	\$341	4.3%
Household/Garden Supply	\$5,831	\$7,561	\$362	5.9%
Auto Repair/Service	\$26,196	\$30,756	\$1,625	3.5%
Gasoline	\$22,068	\$24,057	\$1,369	1.8%
Home Electronics/Appliances	\$23,552	\$32,127	\$1,461	7.3%
Toys/Sporting Goods	\$12,223	\$16,202	\$758	6.5%
Entertainment	\$21,953	\$28,414	\$1,362	5.9%
Other Categories	\$344,032	\$435,554	\$21,343	5.3%
<b>2001 Total</b>	<b>\$730,489</b>	<b>\$914,700</b>	<b>\$45,318</b>	

Source: prepared for Terra Nova Planning & Research, Inc. by Claritas, Inc.

The table above indicates that, for 2001, the total sales potential of City residents was estimated at \$730,489,000. However, according to the City, actual taxable sales in Cathedral City in 2000 were \$684,864,500. The difference of \$45,624,500 represents the approximate retail sales potential of City residents that is not being spent within the city limits, and suggests that there is significant retail leakage to other communities. This represents a loss of revenue for local businesses as well as the City General Fund.

The City is losing approximately 6.2% of its retail spending capacity to other communities. This is attributable to several factors. First, as described earlier, there is a relative imbalance between the number of jobs and residents in Cathedral City, which forces much of the City's labor force to work outside the City and provides them with opportunities to shop elsewhere while commuting to work. The City also has a basic range of retail outlets that have difficulty competing with larger chain stores and specialty shops elsewhere in the valley.

Wal-Mart and Target are exceptions to this pattern. In the same regard, historically, Cathedral City has had an excess of strip commercial development spread out along arterial roads, rather than a comprehensive shopping mall or consolidated shopping district that centralizes retail synergies within the City. The revitalized Downtown Redevelopment Area is expected to fill this void over the long-term, but is still in the process of defining itself as a regional retail center. Nonetheless, it is anticipated that the investments made in the Downtown district will enhance the City's ability to attract businesses that offer unique, yet essential products and services to the local and regional population.

### Tourism and Traveler Revenues

The Coachella Valley has long been recognized as a leading resort destination, which is best known for its unique desert environment and climate. A major portion of regional hotel facilities was constructed during the 1980s, and despite the national recession of the early 1990s, the tourism industry has remained the stronghold of the regional economy. Although many Coachella Valley cities have embraced tourism as the foundation of their local economies, the industry has generally played a more limited role in Cathedral City. The following table provides an inventory of regional hotel/motel facilities and associated revenues.

**Table III-45  
Hotel/Motel Inventory for the Coachella Valley, 1999**

City	No. of Hotels	No. of Rooms	TOT Rate	TOT Collections	Gross Hotel Room Sales
Cathedral City	7	529	10%	\$1,139,882	\$11,398,820
Desert Hot Springs	41	873	10%	\$721,661	\$7,216,613
Indian Wells	4	1,273	9.25%	\$4,330,471	\$46,815,903
Indio	23	1,407	10%	\$880,246	\$8,802,462
La Quinta	3	652	10% or 11%	\$3,685,326	\$33,843,166
Palm Desert	14	1,896	9%	\$7,602,348	\$84,470,536
Palm Springs	132	6,366	10% or 10.8%	\$11,225,402	\$107,415,950
Rancho Mirage	4	1,306	10%	\$5,079,551	\$50,795,509
Unincorporated Riv.Co.	6	295	10%	N/A	N/A
<b>Total</b>	<b>227*</b>	<b>14,597*</b>	<b>---</b>	<b>\$34,664,888</b>	<b>\$350,758,958</b>

\* Excludes condominiums, timeshares, and rental properties other than hotels/motels. Source: Palm Springs Desert Resorts Convention and Visitors Bureau.

As described above, there are 227 hotel/motel properties (with 14,597 rooms) in the Coachella Valley, and only seven (529 rooms) are located in Cathedral City. During 1999, the City's gross hotel room sales totaled approximately \$11.4 million, which represents only about 3.2% of all room sales in the Coachella Valley.

Despite Cathedral City's limited representation in the regional hotel/motel market, hotel operations provide the City with one of its largest revenue sources, transient occupancy taxes. The transient occupancy tax (TOT) is imposed on individuals for the privilege of occupying a hotel or motel room in the City. Cathedral City's TOT rate is 10%, which is added to the occupant's hotel bill and remitted to the City by hotel/motel operators on a monthly basis. The following table describes TOT revenue trends since Fiscal Year 1995/96, and shows that TOT revenues have grown nearly 65% during this six-year period. The first significant increase in revenues occurred between in FY 98/99, when revenues increased by 30% over the previous year. The City anticipates that they will reach \$1.3 million during FY 00/01.

**Table III-46**  
**Transient Occupancy Tax Revenue Trends**

<b>Fiscal Year</b>	<b>TOT Revenue</b>
1995/96	\$788,119
1996/97	\$853,249
1997/98	\$857,276
1998/99	\$1,120,397
1999/00	\$860,000
2000/01	\$1,300,000

Note: Actual revenues are shown for FY 95/96 through 98/99. Adopted revenues are shown for FY 99/00 and 00/01. Source: Adopted Operating Budget, Cathedral City, Fiscal Year 2000/01.

In addition to the direct revenue generated by transient occupancy taxes, tourists also spend a considerable amount at local restaurants, shops, and recreational/cultural attractions. These expenditures translate into increased sales tax revenues for the City and increased earnings for the local labor force, much of which is ultimately funneled back into the local economy.

The City could potentially capture a larger share of the tourism industry by attracting high-quality hotels and/or bed and breakfast facilities to its newly revitalized Downtown Redevelopment Area. According to the Downtown Precise Plan, land south of East Palm Canyon Drive and west of Cathedral Canyon Drive is designated for Bed and Breakfast (BB) development. These lands could accommodate a total of approximately 500 rooms, including 285 bed and breakfast rooms, 175 senior hotel rooms, and 40 rooms for people with special needs. Vacant commercial lands in the vicinity of the I-10/Date Palm Drive interchange may also be appropriate for future hotel/motel development. Interstate-10 provides essential inter-city and inter-regional access and is a critical part of the local road network moving people and goods into and out of the Coachella Valley. In the vicinity of Date Palm Drive, it carries approximately 54,000 automobiles per day.

The construction of an attractive and well-planned hotel/motel and other highway-serving commercial development at this location would serve the traveling public and allow the City and local businesses to capture a share of the drive-by market.

### **Commercial Development Opportunities**

Analysis of existing commercial development in Cathedral City and the spending patterns of City residents indicates that the attraction of large-scale, high-volume retail outlets should be one of the areas of focus of the City's economic development strategy. This type of development will allow the City to tap into the regional retail market, capture a larger share of regional sales tax revenues, and generate additional employment opportunities for City residents.

There are several large, undeveloped properties in the City, with physical attributes that are ideal for the retail environment. These include the 40-acre business park at the northeast corner of Da Vall Drive and Ramon Road, and the 80-acre parcel immediately west of the state-owned rehabilitation center on Ramon Road. Both of these sites are accessible to existing high traffic volumes on Ramon Road and could accommodate a wide range of mixed-use, community commercial developments. Land at the southeast corner of Date Palm Drive and Vista Chino is designated for General Commercial purposes, with Industrial land immediately to the east. This site is ideally situated for large-scale retail development, will benefit from its location adjacent to Date Palm Drive and Interstate-10, and could potentially attract a significant share of the regional market. Each of these sites offers important opportunities for the creation of high-quality, integrated retail developments. Such efforts may take place within the parameters of somewhat refined master plans that provide for coordinated access, parking, and pedestrian open spaces. Major utilities and public infrastructure are already in place to serve these sites and will generally require only site-specific extensions and modifications.

### **Industrial Development**

Industrial development can bring stable and generally higher paying jobs to a community and can induce development in a variety of secondary or supporting industries. The success of industrial development is dependent upon several factors, including site accessibility, the availability and affordability of utilities, labor force quality, and the public policy environment, as it pertains to industrial growth. With the exception of the agri-business sector that dominates the eastern Coachella Valley, industrial activity in the Coachella Valley has traditionally been limited to light industrial and industrial park development, which includes contractors/construction companies, auto repair/parts services, and commercial tenants such as insurance agencies, realtors, tax/financial advisors, and related service providers.

An analysis of land use designations indicates that Cathedral City has allocated sufficient acreage to accommodate future industrial development. Land costs are generally low, and parcels are available in variable lot sizes, ranging from a few to many acres. Within the General Plan planning area, lands designated for industrial or business park uses are concentrated in two general locations: 1) in the vicinity of Perez Road, between the Downtown Redevelopment Area and the Whitewater River Stormwater Channel, and 2) adjacent to the Interstate-10/Union Pacific Railroad corridor.



The Perez Road corridor is nearly built-out and contains a combination of industrial and service-related businesses, such as auto repair/parts companies, printing/art supply shops, and heating/air conditioning repair services. Significant industrial acreage near the I-10 freeway corridor remains vacant. These parcels are ideally situated to take advantage of the convenient truck access provided by Interstate-10 and Date Palm Drive, and the potential freight rail access provided by the Union Pacific Railroad. However, future development opportunities in this vicinity will be constrained by environmental factors, including extremely high winds and blowing sand and dust emanating from the San Geronio Pass, and occasional flooding and runoff associated with the Salvia Wash and Indio Hills. Development north of I-10 will require the extension of water, sewer, and other utilities, as well as the construction of local roads and other site-specific improvements.

### **New Construction Trends**

Since 1990, new construction valuations have increased steadily, with single-family construction representing the lion's share of new development. As shown in Table III-47, below, since 1997, the number of new single-family residential permits issued has increased nearly four-fold, from 98 permits in 1997, to 483 in 2000. Single-family building permit valuations have increased more than five-fold, from about \$14.4 million in 1997, to more than \$75 million in 2000. The level of multi-family development has fluctuated even more widely over the past four years, with the number of permits ranging from a low of one permit in 1997, to a high of 22 in 1999. Multi-family residential valuations have also fluctuated widely, from a low of \$205,700 in 1997, to a high of \$16.6 million in 1999. Much of the new residential development has been concentrated in the northerly portion of the City, north of McCallum Way.

The "Commercial" category described in the table below includes both commercial and industrial development. However, new industrial development has been extremely limited, and City staff estimates that only one new building has been constructed on industrial-zoned land in recent years. The building is located at the corner of Date Palm Drive and Perez Road and is actually used more for retail, rather than industrial, purposes. Therefore, the "Commercial" category described below most accurately reflects commercial development trends in the City, and industrial development can be presumed to be more modest.

Commercial development remains an important contributor to the City economy, and although the level of new commercial construction slowed during 1998, it rebounded in 1999 and increased substantially in 2000. Since 1997, the number of new commercial building permits has range from d from a low of 14 in 1998, to a high of 32 in 1999. Commercial valuations have ranged \$4.4 million in 1998 to nearly \$24.3 million in 2000.

**Table III-47  
New Construction Trends  
in Cathedral City, 1997-2000**

<b>Calendar Year/ Type of Construction</b>	<b>No. of Permits</b>	<b>Total Valuation</b>
<b>1997</b>		
Single-Family Residential	98	\$14,406,084
Multi-Family Residential	1	\$205,700
Commercial*	18	\$13,135,035
<b>Total</b>	<b>117</b>	<b>\$27,746,819</b>
<b>1998</b>		
Single-Family Residential	310	\$45,611,980
Multi-Family Residential	7	\$4,677,622
Commercial*	14	\$4,489,433
<b>Total</b>	<b>331</b>	<b>\$54,779,035</b>
<b>1999</b>		
Single-Family Residential	391	\$60,622,892
Multi-Family Residential	22	\$16,672,629
Commercial*	32	\$14,725,280
<b>Total</b>	<b>445</b>	<b>\$92,020,801</b>
<b>2000</b>		
Single-Family Residential	483	\$75,048,030
Multi-Family Residential	15	\$2,987,601
Commercial*	22	\$24,293,747
<b>Total</b>	<b>520</b>	<b>\$102,329,378</b>
* Includes both commercial and industrial development, although industrial development generally has been limited. Source: Cathedral City Building and Safety Department.		

### Agua Caliente Lands

The Agua Caliente Band of Cahuilla Indians owns four complete and three partial Sections of land within the City limits (one Section equals 640 acres). These Sections of land are generally distributed in an alternating checkerboard pattern, and some include undeveloped parcels, which have been marketed for ambitious development projects in the past, such as lodging facilities, regional shopping centers, and recreational and cultural complexes. The construction of such large-scale development projects typically requires the assembly of numerous adjoining Indian allottee properties, and the leasing and development of these lands is subject to multi-party negotiations between the Agua Caliente, Bureau of Indian Affairs (BIA), and City of Cathedral City.

Tribal lands comprise a substantial portion of the City and occur in strategic locations, including immediately adjacent to the Interstate-10 and Date Palm Drive corridors, and within walking distance of the Downtown Redevelopment Area. If the full development potential of these lands is to be realized, development agreements will need to be secured and negotiations undertaken between private developers, utility providers, realtors, the Agua Caliente, Bureau of Indian Affairs, City of Cathedral City, and other parties. The cultivation of a cooperative relationship between the Agua Caliente, BIA, and City is essential to the implementation of the City's long-range economic development goals and should be continually pursued.

## **FUTURE DIRECTIONS**

Although the City has generally recovered from the economic recession that impacted Southern California during the early 1990s, its economy has not fully regained the vigor it enjoyed during the 1980s. The City has responded with aggressive action and innovative planning, namely its Downtown Redevelopment project, which serves as a physical focal point and community gathering place, defines a centralized shopping and entertainment district, and is expected to provide the impetus for new capital investment and redevelopment along the East Palm Canyon corridor. The role of the Redevelopment Area in the local and regional retail market is still being defined, and its ability to meet the needs of the shopping public need to be continually re-evaluated.

The City must also exploit other opportunities for economic development. In particular, it must develop and implement strategies to effectively compete with the retail industry boom that has occurred in the central/eastern Coachella Valley in recent years. Economic policies and programs should be directed at attracting employment-generating businesses, which may include high-quality visitor accommodations (hotels, inns, bed and breakfasts), light industrial development, and a broader menu of commercial establishments. This will help the City balance the ratio of housing to jobs and encourage residents to work and spend within the City limits. The City can capture a share of the tourist drive-by market by expanding highway-serving commercial development at the I-10/Date Palm Drive interchange. Revitalization of the Downtown provides the City with new opportunities to attract vacationing homebuyers and retirees, by facilitating the development of second homes and non-resident condominiums.

An essential component of any economic development plan is the effective marketing of the City as a business-friendly community. This may require the preparation of site-specific property profiles, the publication and distribution of information describing the local regulatory environment, business assistance services, and the willingness to offer economic incentive programs and strategies. The City's web site is one of the most important and cost-effective marketing tools available, and should be expanded to allow prospective land and business developers to peruse demographic data, maps and descriptions of lands available for negotiation and development, and other community information.

## **GOAL, POLICIES AND PROGRAMS**

### **Goal**

A balanced, broadly-based economy that provides a full range of economic and employment opportunities, while maintaining high standards of development and environmental protection.

### **Policy 1**

General Plan land use designations and allocations should facilitate a broad range of residential, commercial, industrial, and institutional development opportunities.

### **Program 1.A**

The City should routinely monitor the remaining capacity of all General Plan land use categories to assure that a variety of economic development opportunities are available.

**Responsible Agency:** Planning Department, Redevelopment Agency

**Schedule:** Continuous

### **Policy 2**

The Downtown Redevelopment Area, particularly that portion immediately adjacent to East Palm Canyon Drive, should continue to be promoted and recognized as the City's premier retail and entertainment district.

### **Policy 3**

The City should take a proactive role in the retention of existing businesses and the recruitment of new businesses, particularly those which generate and broaden employment opportunities, increase discretionary incomes, and contribute to City General Fund revenues.

### **Program 3.A**

Prepare, distribute, and routinely update a marketing package consisting of site-specific property profiles for developable parcels, local demographics, and information describing the regulatory environment and potential economic incentives.

**Responsible Agency:** Economic Development Department, Planning Department, Redevelopment Agency, Chamber of Commerce

**Schedule:** Immediate; Continuous

### **Policy 4**

Encourage and promote infill development and orderly and logical development patterns which decrease the costs, and increase the efficiency of new utilities, infrastructure, and public services.

### **Program 4.A**

The City shall consider developing a package of economic incentive programs which benefit developers of infill projects.

**Responsible Agency:** Redevelopment Agency, Finance Department, Economic Development Department

**Schedule:** Immediate; Continuous

**Policy 5**

Attract a greater number of visitors, retirees, and seasonal residents by facilitating the development of high-quality second homes, hotels/motels, condominiums, and/or bed and breakfast facilities in close proximity to shopping and entertainment venues.

**Program 5.A**

The Land Use Element and Zoning Ordinance shall facilitate the development of high-density dwellings in the Downtown Redevelopment Area and other appropriate locations.

**Responsible Agency:** Planning Department, Redevelopment Agency

**Schedule:** Immediate

**Policy 6**

Encourage and facilitate highway-serving commercial development at the Interstate-10/Date Palm Drive interchange within the City limits.

**Program 6.A**

Establish and implement strategies that gain and/or expand City access to the I-10 corridor and actively promote the development of attractive, functionally-planned commercial service facilities to capture a share of these drive-by markets.

**Responsible Agency:** Planning Department

**Schedule:** Immediate; Continuous

**Policy 7**

In order to maintain existing economic activities and attract new commercial and industrial development, the City should assure the provision of adequate utilities, infrastructure, and other capital facilities.

**Program 7.A**

Plan and coordinate the provision of major infrastructure through the development, implementation, and updating of master capital improvement programs that address commercial and industrial development needs.

**Responsible Agency:** Planning Department, City Engineer, Public Works Department, Coachella Valley Water District, Desert Water Agency, CalTrans

**Schedule:** Immediate; Continuous

**Program 7.B**

Consult and coordinate with CalTrans to maximize the efficiency of Interstate-10 and its interchanges.

**Responsible Agency:** City Engineer, CalTrans

**Schedule:** Immediate; Continuous

**Policy 8**

All development interests, including residential, resort, commercial, and industrial project proponents, shall be responsible for their fair share of on-site and off-site improvements required to support their development proposals. Such improvements may include, but are not limited to, street construction and signalization, utility extensions, drainage facilities, and parks.

**Policy 9**

The City should make every effort to continue to expedite the processing of development proposals which support the economic goals of the community.

**Program 9.A**

Continue to streamline and expedite the development review process through the concurrent processing of applications and efficient design review, without sacrificing quality development.

**Responsible Agency:** Planning Department, Redevelopment Agency, City Council

**Schedule:** Immediate; Continuous

**Policy 10**

Continue to cultivate cooperative relationships with the Agua Caliente Band of Cahuilla Indians and Bureau of Indian Affairs, particularly regarding the development of Indian lands within the City limits and sphere-of-influence.

**Policy 11**

Encourage and promote special events and activities, which strengthen the City's image and attractiveness to residents, visitors, and businesses.

**Program 11.A**

The City will work with the Chamber of Commerce to ensure that the Chamber has up to date demographic and special event information which it can distribute to the general public.

**Responsible Agency:** City Manager's Office, Economic Development Department, Chamber of Commerce

**Schedule:** Immediate; Continuous